

VARIETY

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64 PAGES

HIGHBROW MET UNBENDS

B'way Engagement Percentage Up; 1,092 Actors in Current 48 Plays

There is a definite increase in the number of players engaged in Broadway legit shows this season over last fall. It also being indicated that there is more back stage labor employed. Figures are based on 48 attractions playing or in rehearsal.

Count has a total of 1,092 actors and extras. Among extras included in the total are some Equity members so engaged temporarily because of circumstances. Other atmosphere people not required to join. Not included are 480 players in free shows performed in New York and Civilian Conservation Camps by means of city, state and federal relief funds. A percentage of the latter players takes in vaudevillians.

Few musicals, which usually require the most populous casts, have arrived as yet but there is an unusual number of large cast dramatic productions. There are 13 shows employing from 30 to 90 persons on.

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GAS STATIONS' 'WALTZ' BALLY

Further publicizing of 'Great Waltz' Center (Radio City), N. Y., may include lithograph stands at Standard Oil gasoline stations in the Midwest and south. The S. O. tie-up is possible through the Rockefeller interests which participated in financing the show.

In addition to the outdoor paper ads, literature about 'Waltz' may also be distributed to motorists. This plan is in the formative stage, with how cost of the paper, etc., is to be divided a question. One plan is that there would be no charge made by the gas stations.

Show is now getting free publicity via radio, through the NBC connection, and by trailers in RKO theatres, 'Waltz' being in one of that circuit's houses.

H'WOOD DOUGH BOYS KEEP LAMBS GOING

Depleted-by-Hollywood ranks of the Lamb club is being kept flourishing by the more affluent members, now on picture payrolls, who are purchasing \$500 life memberships. The same group of moneyed actors has also donated its second mortgages to the Lamb club treasury.

The 50th anniversary gambol of the club occurs Dec. 3 at the Waldorf-Astoria, New York, at \$15 a head, from supper through breakfast.

Alias

On the Radio lot they have a non-do-collud for 'The Little Minister,' now in production. It's the 'Woo Rabbit'.

40% Honest Injun Extras in H'wood; 60% Are Mexican

Hollywood, Oct. 29.

Even the Indians in Hollywood are phonies.

Extra Standing Committee in its task of reclassifying the extras under NRA regulations assigned Jim Thorpe and Chief Many Treaties to the job of chasing the antecedents of the more than 200 registered American Indians to find which are the McCoy.

Indian committee of two spent considerable time and work in visiting various Indian reservations and in correspondence with the Department of the Interior to trace the genealogy of the red men extras. They report only 40% genuine. The other 60% are Mexicans.

Almost all Indians here claim the title of 'chief.' Thorpe and his companion found that among the so-called chiefs only a small percentage are on the up and up.

Phoney Art Is Alleged In Hobo Jab at Sinclair

Hollywood, Oct. 29.

Downtown dailies, all on the same side of the fence for once in their opposition to Upton Sinclair, have been digging into studio files to get skulls of hoboes to run as 'proof' that the out-of-workers are already flocking to California to get in on Sinclair's EPIC easy pickings.

One paper ran a two column still identified as from Warners 'Wild Boys of the Road.' The film colony soon recognized that the chief 'hobo' was Frankie Darro, and the other itinerants are extras used in the Warner film.

Same day another paper used a picture, which the Sinclair headquarters claim was faked by Central Casting registered extras for a price.

PASTEURIZED NEWS

A certification seal of authenticity on news releases is an idea which the A.M.P.A. will take up at its next closed meeting.

Idea of the film publicists is to curb some of the wild stuff the columnists and chatters print, with the A.M.P.A. seal indicating the release is fortified by some fact.

NO PEEKING

Rockefeller Nitery Figures Out the Femmes' Guts Gyp

The femmes have been flocking to the Rockefeller Roof (45th floor of the RCA Bldg.) for 40c cocktails knowing that the price alone is the tariff to see the bird's eye panorama from the tower. For the same price they get a drink as well.

The Rockefellerers are wise to it and now they don't permit going out on the terrace for the free a.s. of the city. You come up to the Patio now (which diljoins the swank Rainbow Room) just to drink or eat—but no free peeping.

One of the captains confided that it would be better for the Rockefeller gross if they screened off the Rainbow Room. Tourists in the afternoon can peek into and get an idea of the swank interior without having to dig up and pay the fancy tariffs at night.

Author Squawks B'way Producers Doim' Him Wrong

Harmon & Ullman, legit producers, were served with a letter by the Dramatists' Guild yesterday (Monday) ordering them to drop all rehearsal or production activities of 'Waltz in Fire.' Action is at the demand of David Herrin, author of the play, his first, who claims dissatisfaction with the production. Play is to open tomorrow (Wednesday) night at the Maquet theatre, on Broadway.

According to the author, the producers are incompetent and are not giving him the kind of production needed. Producers are the same ones who last season put on 'Men in White,' Pulitzer prize play.

Producers immediately called in their attorney, John J. Wildberg, and took action to see that the opening is not interfered with.

(Continued on page 63)

Nazis Ban Lace Pants

Berlin, Oct. 28.

Censor hit a new all-time high in his banning of 'My Weakness' (Fox).

Flicker was tabooed because 'the lace panties on the girls would contaminate the morals of New Germany.'

Warners Shrug Off Coal Baron Jitters Aunt 'Black Hell'

Hollywood, Oct. 29.

Certain eastern coal mine operators attempted to stop production of Warners' 'Black Hell,' coal mining story starring Paul Muni, by filing protest with the Producers' Association.

Squawk was based on argument that capital-labor situation inherent in the Warners drama, might tend to create agitation at this time, against the best public policy.

'Black Hell' is two weeks along, under Michael Curtiz direction, and studio, believing it has an exceptionally strong story, refused to be budged on production plans.

American Stars Dress Better Than French?

Paris, Oct. 29.

American femme film stars are getting a big hand, in this world's fashion center, for the way they dress.

Kay Francis in 'Mandalay' (WB), now at the Apollo, is latest to get raves for her clothes from critics, who also cite Mariene Dietrich, Greta Garbo, Joan Crawford and Irene Dunne as knowing their sartorial stuff.

French film stars, on the other hand, are plenty panned for dowdiness, including Florelle, Gaby Morlay and Marie Bell. French fashion propaganda is suffering because Hollywood is so good, in the theory.

55,000 Radio Ducats Weekly

NBC 30,000, CBS 25,000—Two N.Y. Legit Theatres Have 24 Programs

Columbia network's two former legit houses in New York, the Hudson and the Avon, will by Nov. 1 be catering to around 25,000 non-payees a week. Web expects to have within that time 24 programs originating from the two spots. Together the houses add slightly more than 2,000 persons. Total audience at the NBC broadcasts in Radio City averages 30,000 a week.

With CBS the top ticket demand is for the Fred Waring (Ford) programs. What helps pull 'em to this event is the 30 to 45 minutes of added entertainment Waring unlimbers following the regular broadcast. Rating the second biggest ticket sell is the Chesterfield series. Next three programs and in that order are Casa Loma-Walter O'Keefe (Camel), George Givot (Sustainer) and Lud Gluskin, Block and Bully (Ice Box).

OPERETTA POLICY FOR OPERA HOUSE

Success of 'Great Waltz' Leads Sponsors to Belief Similar Items Would Help Opera House

MAYBE NEXT SEASON

Light opera or operetta are being considered for the Metropolitan, New York, in a plan to expand the Met's field of patronage. Glancing ahead, it is believed that change of pace from the usually more or less heavy musical fare would not only popularize the famous theatre, but should eventually cultivate interest in grand opera among playgoers who rarely witness that type of show, if ever.

Met's sponsors and backers have envisioned more than usual concern over the organization's future ever since city authorities closed the doors of the opera house last spring and ordered new electrical equipment. They huddled quickly, secured a mortgage of \$500,000 or more and ordered the house put in order. Reconditioning includes new seats and the exterior is also being cleaned.

Understood the success of 'The Great Waltz' at the Casino inspired the Met bunch with the idea that similar presentations should be in.

(Continued on page 49)

JIMMY WALKER AS FILM PROD.

Hollywood, Oct. 29.

Organization of a new company to produce films here and abroad is nearing completion, according to word received from Al Rosen, Hollywood agent, who has been in England launching the project. Rosen is due to arrive in New York Wed. (31).

Jimmy Walker and Mack Bennett are said to be associated with Rosen in the enterprise. Limited as financial backers are Morton Carlyle, retired Scotch distiller, and Lady Carlyle. Tentative plan calls for production of 10 features and 16 shorts at the Bennett studios here, now in receivership, and at Elstree, England. First film will be 'Mad Dog of Europe.' Distribution deal not yet closed.

It is reported that Walker will be representative abroad and that Rosen and Bennett will look after the film making here. Accompanying Rosen from England are a group of foreign actors, whose pictures would be geared for foreign release.

WAX SHUFFLES THE CARDS

Drug and Food Aspect of Radio Heightened by Latest Figures

Drugs and foods have this season more than ever established themselves as the backbone of commercial broadcasting. Analysis and comparison of last month's CBS and NBC grosses with those of September, 1933, tend to reveal pertinently radio's growing dependence upon these two sources for the major part of its income. Scrutiny of the same figures also shows that drugs and cosmetics have by a wide margin taken the lead over all other classes of broadcast advertisers.

Together drugs and foods accounted for 61% of NBC's revenue from time sales last month. With Columbia this joint percentage came to 63. In September, 1933, NBC garnered 50% of its income from these two industries, while in the case of CBS it was 41%.

NBC last month took in from the drug and beautifying vein \$17,141, or 23.6% of its total income for the 30-day period. Estimates brought the web \$11,573, which meant 27% of the gross. For the parallel month of 1933 the share from drugs and cosmetics came to 24% and from foods, 35%. Breakdown of Columbia September, 1934, figures rates drugs and cosmetics 37.5% and foods 25%. Compared to September, 1933, it's a hefty boost in either class. Last year the month drew 22.5% of its gross from drugs and cosmetics and 19% from victrols.

NBC this season isn't getting from the petroleum the coin it did last year. Drop amounts to 26%. Income from the auto group is about the same. But in the instance of CBS the business from this latter source represents a jump of over 100%.

Agencies Watch NBC-Kastor Wrangle In Chi Over P.&G. Drefit Ad Spiels

Chicago, Oct. 29.

Three-way battle involving NBC, the Kastor agency and the Procter and Gamble company is now in progress, with the argument centering around the copy used for the soap company's Drefit account on the "Song of the City" program. NBC is trying to get Kastor agency copy-writers to tone down on their spiel for Drefit, with the network feeling that the present copy is too antagonistic to rest of soap industry.

Copy has been stating that ordinary soaps leave a "scum and film" on your "slutty underthings" while Drefit is purty itself. NBC officials have recent this reflection on the general soap trade and want Kastor to stick strictly to a plugging of its own product without taking digs at rival products. The Kastor boys state that they can't tell the Drefit story within the limitations of the NBC rules.

President

Agency men in town are closely watching this particular tilt and are in the outcome a decision, once and for all, of just how strong the new NBC script and copy supervision policy will and can be. NBC script supervision, under the eye of Ben Kaney, has been in operation for several months now and has worked with agency and sponsor for the removal of objectionable features from the network, both in shows and in spiels. The general aim has been to eliminate knife tactics in copy and to keep the plugs centered on the individual sponsor's product and away from any reference to the competitor.

Ted Lewis for Radio

Goodrich is about set on Ted Lewis' band and Dr. Rockwell as principal names on its one-hour variety show. Framework will be a special hook by Jack McGowan, light author.

Starts on NBC late in November. Rutherford and Ryan agency is doing the show direct.

Rardin on Bernie Show

Chicago, Oct. 29.

Joe Rardin, has been named the Ribbion beer vocal winner in the New Orleans contest and rattles out to Oklahoma to guest on the next Bernie broadcast. Rardin is on several Chicago local programs, and spotted through Paul F. 310.

REPS AND WORLD PONDER A DEAL

Following Off in Spot Broadcasting This Season Prompts Petry and Others to Look for a Showmanship Source to Implement Salesman—World to Drop Out as Time Broker

FOUR A'S SLANT

World Broadcasting System is prepared to give up completely the time brokerage phase of its business if it can get together with the major special stations reps of the country on a trade allocation pact. This agreement now under negotiation would pledge the station reps to bring all the transcription business they create to World and also assist in selling World's disc library service to both local stations and advertisers. With the removal of Scott Howe Bowen earlier in the year World remains the last of the general station reps.

Readiness of the exclusive reps to join World in a working agreement brings into the open a problem that has recently begun to worry the former element. They have come to realize the fact that the ability to sell an advertiser on a particular station's coverage and popularity is not enough. With the crowding of such business in spot broadcasting as Bowen and World from the station rep field there developed, the exclusive rep contingent now realized, a serious situation. Everybody was concentrating on selling the particular stations they represented but few gave thought to creating ideas and business for spot broadcasting, with the result that this end of radio isn't anything

Byers Makes Bid

J. G. Byers, founder and actual operator of the concern, has submitted to Judge Knox in the New York Federal court a bid for the assets of the Byers Recording Laboratory, Inc., which is in receivership. Offer will turn over the next week or two be turned over to the creditors for consideration. Byers' bid, if accepted, will again make him the sole owner of a business which he started 12 years ago. At the time of receivership the controlling interest in the lab was held by Scott Howe Bowen, Inc.

If the creditors reject Byers' bid or if any other previously turned in to the court the re-organizing outfit will automatically go under the hammer. Byers has personally assured the creditors that if he regains control of the business he will eventually make good to the last cent the lab's obligations.

what the runs figured it would be this season.

Order-Takers

Leaders among the special reps have come to recognize the fact that the spot business usually more than make order takers and that they cannot depend upon ad agencies to boost their end of the business. As a result, with this attitude, the special rep has no alternative but to go over the head of the agency to the advertiser direct. And in approaching the advertiser the station rep must first save himself with

No Special Deals to WLW, WJR, Etc., Under New Pay Rates, NBCers Say; Web May Announce Plan This Week

Radio Roulette

St. Paul, Oct. 29. Boys at KSTP have inaugurated "radio roulette."

Staff has numbered the spokes on the giant Riesel engine transmitter balance wheel. They place their bets at night, when the engine is turned on. Engineer, who never gambles, in stakes holder. He phones the boys in the morning and tells 'em at which number the wheel has stopped.

NBC expects to be in a position to start submitting its new plan of station compensation to the web's affiliate the latter part of this week. Under the general readjustment of card rates that is due to follow acceptance of the new station contracts the red (WEAF) and the blue (WJZ) links stand to come in for a rate boost of around 30%.

Network's higher - ups have already disclosed to several affiliates how the revised rates for individual stations will be determined, and that the same percentage of payoff from NBC commercials will prevail for all associated stations. Under an circumstances, these affiliates have been assured, will any allied station be accorded a special deal.

In readjusting a station's rate the network, according to the advance info, will be governed by McIlraw-John's latest survey of net distribution by community and the results of the field tests made of allied stations by NBC engineers last year. NBC regards its findings in such cases as an accurate measure of the relative worth of the station's time.

An Hour of Own

New contracts tendered by NBC will also guarantee each only an hour of evening time for its own local use. Through this device NBC hopes to overcome the complaint frequently advanced by allied stations that no provision is made for them to make a little extra during peak evening hours from spot or local accounts.

If the web can garner the anticipated station contracts in time it will announce its new schedule of rates to the advertising agencies shortly after the first of the coming year.

Ovaltime Ready For CBS Shift On NBC Burn

Chicago, Oct. 29.

Indications are the Ovaltime's Little Orphan Annie show will shift from NBC to Columbia later this year, when the present NBC contract expires. Sponsor is known to be plenty burned at NBC because of the network's ruling ordering Ovaltime to move off the west coast hook-up on Saturday in order to let the Swift coast-to-coast show get the stations.

Sponsor and the Blackett-Sampson-Hummert agency feel that NBC did them an injustice since the Ovaltime account started in the west coast hook-up five years ago and has been a steady customer for NBC all that time. Because of the NBC ruling Ovaltime is now making recording of its show for the west coast and has manipulated its sunshine show schedule so that only one NBC transmitter is being used.

KAY VAN RIPER EAST

Coast Radio Femme Tagged for a Year by ABS

Hollywood, Oct. 29.

Kay Van Riper, who has authored and staged the several series of English Coronets, historical serials over KFWB, leaves here Nov. 12 under a year's contract to the American Broadcasting System. Miss Van Riper will headquarter at WMAZ, New York, and as an initiator will launch a new English Coronets from that spot. Her "American Crossroads" continues on KFWB.

TRAMMEL GIVES STAN HUBBARD ASSURANCES

St. Paul, Oct. 29.

Niles Trammel, vice-president of NBC in Chicago, telephoned Stanley E. Hubbard, KSTP vice-president and gen. mgr. Friday (26) night and flatly declared that no move to hedge in perky KSTP is under way.

For four years I have heard these rumors of ticklish relations existing between NBC and KSTP, and as a matter of fact we are definitely opposed to establishment of releases in the Twin Cities of both the red and blue networks," Trammel assured Hubbard. "If such a policy were instituted there (St. Paul, Minneapolis), Trammel declared, it would immediately open up problems for us throughout the country where like circumstances obtain."

It so happens, according to Hubbard, that KSTP has filed on the same frequency (12.3) as the one WTCN is now purportedly shifting to, and since this filing has been made with the Federal Communications Commission at Washington, nothing could be done without a hearing before that body.

"Modern Choir" split on the new Gulf Oil commercial with 13 picked to start a series on Nov. 4. New group comprises most of the male voices.

an idea for a recorded program, or a sample stenotyping.

Through an alliance with World, these exclusive reps would be in a position to obtain showmanship aid for the development of prospective programs or something tangible in the way of a recording to take to a potential client. Recognizing this need, Edward Petry recently undertook to work out a deal with World whereby that firm would do his recording exclusively. It is anticipated that the Petry will become a member of the general pact between the station reps and World.

It is understood that the proposed agreement will not affect any of the contracts that World holds for its library service with individual stations. This includes those contracts involving an exchange of so much station time for the use of the service. With the trade allocation pact in effect the sale of such time being belonging to World would be handled by the exclusive rep allied with that station and World would pay him a commission of 15%.

Another actuating factor in the proposed pact as far as the reps are concerned is the NBC policy of restricting its transcriptions to affiliated stations. Because of its opposition to the NBC policy, the World-station rep alliance is expected to receive the support of the American Association of Advertising Agencies.

DECCA

scoops the

GUY LOMBARDO
and his
ROYAL CANADIANS

ETHEL
WATERS

BING
CROSBY

ORVILLE KNAPP
and his
ORCHESTRA

EVERETT
MARSH

TED
LEWIS

ISHAM JONES
ORCHESTRA

LEE
WILEY

HARRY RESEY
and his
JUMPING

JIMMIE
LUNCEFORD
and his ORCHESTRA

FRANK LUTHER
and
ZORA LAYMAN

SPIRITS
of
RHYTHM

ROY FOX
and his
BAND

RED
McKENZIE

THE RANCH BOYS
HAPPY
JACK TURNER

BERT
AMBROSE
and his
ORCHESTRA

The Music World!

**JERSEY BROTHERS
ORCHESTRA**

**FRANK
CRUMIT**

**GLEN GRAY
and
CASA LOMA ORCH.**

**VICTOR
YOUNG**

**MILLS
BROTHERS**

**BOB
CROSBY**

**TINY BRADSHAW
and his Orchestra
CLAUDE HOPKINS
and his Orchestra**

**LOUIS
KATZMAN**

**ARTHUR
TRACY
(The Street Singer)**

**JOHNNIE
DAVIS**

**CAVALIER'S
Quartette
BRADLEY KINCAID**

**DICK JURGENS
ORCHESTRA**

**EARL HINES
and his
ORCHESTRA**

**MOANA
SERENADERS
DICK MCINTYRE'S
HAWAIIANS**

**CHICK WEBB
and his Orchestra
FLETCHER HENDERSON
Orchestra**

**FRAY
and
BRAGGIOTI**

We are proud to be associated with Decca Records, Inc., proud because of its progressiveness and its brilliant recording. Our affiliation is particularly agreeable because of Decca's International, comprehensive distributing facilities . . .

NBC ARTISTS BUREAU GETS DEEPER INTO NO-RADIO BOOKING BIZ UNDER REORG.

Labyrinth of Sub-Departments and Wholesale Passing Around of Titles in New Revamping—Old Report on Bureau Collected Dust in Files

NBC Artists Service yesterday (Monday) put into effect an elaborate reorganization plan, which among other things involves the addition of some 10 employees to the bureau's payroll and the spreading of some two dozen new titles. The plan represents the results of months of probing and devising by a troupe of efficiency men from Trade-Ways, Inc., all of whom knew nothing about the entertainment business before they embarked on this survey.

Curious twist to the whole situation is the fact that a plan similar to the one now being put into effect has been available to the network for the past three years. Practically every one of the reallocations of duty suggested in the Trade-Ways document was contained in a report turned in at that time by an employee of NBC, who had been assigned by one of the v.p.'s to make a study of the artists' booking division and see what could be done about bettering its income. All this latter report got was a layer of dust in the files. Trade-Ways has said the job is expected to figure around \$25,000.

Under the new departmental setup, the NBC Artists Service will have two divisions, one tagged 'Talent Supply and Management' and the other 'Talent Sales'. Function of these two divisions will be expanded to cover almost every phase of the amusement field as far as the management and booking of talent is concerned. In addition to continuing to head up the artists service, George Engels, v.p., will assume charge of talent supply and management. D. S. Tutthill, who has for the past four years held the same authority, but not the title, will as artists service sales manager direct the placing of talent. Tutthill will also be second in command of the entire artists service. With the reorganization plan intended to start the bureau off on going places and doing things, one of the new niches carved out in the department is that of 'talent scout'. A functionary of this assignment is yet to be hired. His duties will be supervised by the director of talent supply and management.

Assisting him in the general management of talent Engels will have A. Frank Jones and others still to be employed. Another cubicle of the management division, which remains vacant, is the talent audition staff. Concert management and sales will continue to fill the working hours of Mark Levine, A. F. Hoar and Sigfried Hearst, while Miss Dena Harschberger goes on directing the Civic Concerts Corp.

Titles

Designations to the division of talent sales are as follows: Artists Service rep on commercial board programs—Bob Kemp, who formerly held the title of manager of popular entertainment.

Artists Service reps on the sustaining program board—L. J. Fitzgerald, with the booking confirmations for this end of the business coming through George Sax, R. E. Smith and J. L. Striton. Sales reps to act as talent for the agency—Theodore F. Allen, who comes from the NBC time sales department; William McCaffrey, John Babb and Mrs. E. B. Gilbert.

Sales rep to sell talent to local stations—L. S. Ross, who headed the WEAF program department at the time the network was formed.

Sales rep to sell talent for vaudeville—Chester Stratton and Ruby Cowan. For this pair it's a continuation of the old duties, with the exception that Cowan will no longer concern himself also with artists services auditions.

Sales rep for private entertainment—Frances Rockefeller King, present incumbent.

Sales rep to sell talent for motion pictures and legit—to be filled. Sales rep to sell talent to hotels and night clubs—to be filled.

Sales promotion manager of artists service—Edward DeBullshury. His is a transfer from the time sales promotion department. DeBullshury

NBC MAY TAKE 20%

Consider Following CBS Artists Bureau Rate

NBC Artists Service may raise its commission rate to 20%. Proposed boost from the prevailing rate of 10% was mentioned in the report turned in by Trade-Ways, Inc., but it was decided to make a further study of the proposition before including it as part of the booking bureau's new change of policy. With few exceptions, the CBS Artists Bureau makes a deduction of 20% from the salaries of acts it books.

Also left for further consideration by the Trade-Ways reports is the matter of developing a band booking bureau in the NBC Artists Service and the establishment of a Hollywood branch office.

Swank Suburban Station Run by Woman with Hints from Neighbors

White Plains, N. Y., Oct. 29. Mrs. Selma Feits with the aid and collaboration of her son, Frank A. Feits, is making a 100-watt station, WFAS, stand up in this ritzy suburb of Greater New York. Mrs. Feits steers a course of heavy community showmanship. Her social character of White Plains (no factories or manufacturing establishments) creates a unique problem. Station owned 60,000 fan letters last season.

Well-bred clubwomen and those who take their culture and their responsibilities seriously are the best boosters and severest critics of the little station. Whenever anything of the blood and thunder type comes over WFAS which might be jarring to little Joan's ears, the club leaders visit the station and remonstrate. They don't squawk. Not in Westchester. They remonstrate.

WFAS has stuck to the Westchester programs for its Westchester listeners, being completely averse to the fraternal, social, civic, athletic, religious and educational spirit of the area. Since such services would not be offered by chains or outsiders whose interests were in the big city, the station chose its policy by coming through with thoroughly saturated Westchester projects.

Station has increased over 200% in time sales the first ten months of the current year over 1933.

Closely identified with this intelligent aura is the WFAS Air Theatre, comprised of 10 members who work from a script service in presenting regular Saturday night programs.

WJUL, University of Iowa radio station, has okay to take on new time from 10 to 11 a. m. each morning to broadcast a special woman's hour and from 10 p. m. to 1 a. m. on certain nights for the purpose of broadcasting university homecoming and other institutional programs during November and December.

Ben Myams new night manager in CBS press office. Replaces Dave Carter, who is in Columbus, O., on a visit with his family. New man will be assistant when Carter returns.

Moose Jamerson, chief WEVD New York announcer now filling a coat assignment in 'Judgment Day,' is being relieved of his air duties by Everett Saffens, for the time being.

Mary Marshall off AIR-WMCA network for five-day scheduled now.

Will have an assistant, and it will be up to them to handle the exploitation and publicity for all the artists on the bureau's list.

Must See Equity

Expansion program of the NBC Artists Service includes the establishment of a legit booking department. Under the rules and regulations prevailing with Actors' Equity Association no member is permitted to accept booking other than through an agency certified by the association.

Up to Monday (29) NBC had not as yet applied to Equity for the required permit or franchise.

WOR-Daily News Tiff Settle Up; Listings Back

WOR, Newark, has straightened out its difficulties with the New York Daily News and the station's program listings go back into the tab with today's (Tuesday) issue. Paper eliminated the WOR listings last Thursday (25) as a lesson and warning to the metropolitan outlets which have been lax about getting in their last minute program changes.

News found that the cost of making the corrections after the listings had been set up in type was getting prohibitive, with the result that it passed around notice to the stations that they either get the revisions in within ample time or lose out altogether as far as the day's listings were concerned.

In yesterday's (Monday) listings the News passed up all WOR programs but one, and that referred to the speech at 8:30 p. m. of Robert Moses, Republican candidate for governor of New York.

Holbrook's New Job

John Holbrook, formerly an NBC announcer, has joined the Conquest Alliance Co. He will be in charge of the firm's program productions for South American markets.

Holbrook originally came from WJZ, Boston, where he won the American Academy of Arts and Letters' dictation award.

KFWB's Tactics

Hollywood, Oct. 29. KFWB is sending Jerry King to Washington seek increases of power from 5,000 to 8,000 watts. Believed here move is to put station in position to compete with station KXKS for CBS tieup when KXKS deal expires a year hence.

Liquor Program Curiosity

Inquiries Flood St. Paul Following Story in Variety of Novel Proposal

St. Paul, Oct. 29. Both Edward P. Shurek, whose 'Liquor program idea' was reported in last week's VARIETY, and KETP, over which it is planned to inaugurate the idea, have been queried by wire and airmail from national distillers, agencies, radio stations and talent, all anxious to edge in on the plan.

Judging from the inquiries, liquor advertising via radio is a problem of national importance. It's a burning and anxious question with the distillers and a worried and querulous one with the stations—which eternally fear repercussions from the dry element.

According to Ford Billings, KETP's sales mgr., his station has made no definite commitment to air the Shurek program, and will not do so

Park Ave. Steps Out of Its Bawls At 11:30 to Hear Baron Wrangel

By Cecelia Ager

It's 'a-risticrate,' it's 'newbie'—as the housewife who savored Baron George Wrangel now murmurs over their tea saucers in the Bronx. At 11:30 of a Tuesday and Thursday morning, they may tune out the rub-a-dub-dub of their washboards, tune in on WMCA, and give ear to the so amusing doings of the hoity-toity, list to the lovely, lovely things they wore, and more particularly the names of the shops where they bought them. Nobody can stop them from giving ear, even though Baron Wrangel doesn't happen to be talking to the likes of them. Everybody seems to have a radio these days.

To put it quite bluntly, Baron Wrangel doesn't care to talk to the folks in the Bronx, Queens, Brooklyn and Flushing, he said, talking to a Yaman mug. He makes his appeal to Society—Society, and those who would like to be Society. He particularly chose 11:30 a. m. as the hour for his broadcasts because really, that is the only time you can get a society woman at home. If you can also get the Queens hausfrau at home then, Baron Wrangel can't help it.

It was a year ago that Baron Wrangel, while toying with the dials of his radio, noticed he didn't give

WIND Wins 150 Min. Commercial as 15-Min. Sponsor Does Pout

Chicago, Oct. 29. Friction between the Cadillac agency here and the Ralph Atkins station, WIND, is resulting in unexpected profits for the station. Cadillac got temperamental with the station despite the outlet's endeavor to satisfy the client, even to accepting a loss, and now there's talk of a possible law suit.

Whole thing started when the Atkins station signed with the American web and shifted away from Columbia. Station had contracted with Cadillac for 15 minutes every Saturday just before the football game. When WIND went to ABC, the station told the client that they would pick up the Chicago university games and leave them unsponsored, so that Cadillac would continue to precede a football game. Cadillac agency squawked, however, and said that they wanted the Columbia web games.

Atkins station couldn't comply with this demand and when Cadillac refused to see it the station's way the outlet went down on auto row and in 30 minutes sold the Chicago university broadcasts to Dodge, and thereby gained 150 minutes of commercial as against 15 minutes.

Herbert Steiner of 'Merrily We Roll Along' cast, introducing new set protegee, eleven-year-old Rene Travers, of Scranton, over WOV, New York, on Thursday mornings. Youngster makes weekly jaunt home with parents.

a fix for whosoever was sponsoring the program he was listening to, and that furthermore, as soon as the aristocrat came on, like a will of the wind he, himself, was off. Right then it occurred to the Baron that if the aristocrat were threaded through the program as an integral part of the chatter, one would simply have to stick it, that is, if one were amused at all. So the Baron bent right on thinking, and lo, the idea for 'Champagne Cocktail,' which is the title of the Baron's radio program, was born. No, mugs, not 'Red Eye'—'Champagne Cocktail'!

A year later—it was at Col. Rogers' party, to be exact—Baron Wrangel poured out his idea to Herbert Weston. Ten days later 'Champagne Cocktail' went on the air. Mr. Weston is now the Baron's partner in his radio enterprise and stands by at his interviews. Mr. Weston and the Baron agree that painless sponsoring is what radio needs and 'Champagne Cocktail' is not.

The Best Pessul

'Champagne Cocktail' got the response of the Best People, too. After his broadcast, Baron Wrangel likes himself to lunch at the Colony or Ritz—where he is wont to lunch anyway—whereupon the Best People come flying over to his table to tell him how much they liked his program or how little and why, which, reasons the Baron, proves they're been listening.

Besides painless sponsoring—quite casually the Baron mentions the names of his sponsors as he chats in delicately modulated tones of this and that—and besides the attention of Society, 'Champagne Cocktail' has the authority that a man gives to a discussion of women's fashions.

Women, Baron Wrangel learned in Paris, pay more attention to what a man says about women's fashions. And they are going to heed, if the Baron's ambitions are fully realized, what he says about men's styles, too. At the moment, the Baron is flaunting women's fashions, but he dreams of adding to his list a smart man's tailor as that should be remark on the do-lighful hang of any Willie Rhinos leader Stewart's tails, the Indigo God bless 'em, will straightway drag their husbands kicking and screaming to the genius who, since the Baron will have let the cat out of the bag, fashioned those self-same tails.

'Champagne Cocktail' is hardly a month old and already its possibilities are tremendous, but there is this difficulty, which the Baron as a man of honor must inevitably face: how many truly smart shops are there in New York? For an establishment need hope for mention in the Baron's programs which is unworthy the Colony, nor, for that matter, need any of the shops which make the grade think the Baron is going to push any of their dogs either.

Baron Wrangel's sponsors may suggest, but the Baron reserves the right to reject. He's got personally to approve a gown before he describes it, and believe him, he knows about gowns. He could tell you in a flash whether that smart woman's costume is a Mainbocher, a Schiaparelli, an Augustebernard or a Molynoux, a knock he acquired when he was foreign correspondent in Paris, which in turn led to a post as fashion writer for the Hearst papers.

There's another fetching quality about 'Champagne Cocktail' which endears Baron Wrangel to his audience and sponsors alike, and that is his way of mentioning the names of society ladies, who it so happens, happen to be wearing the habilliment of his sponsors and he says so. Best coat he wears is a word about it, the Baron asks the lady's permission to send her name careening over the waves. Granted, and it always is, he asks her to sign a release so there'll be no nasty old misunderstandings later. What does the lady get out of it? Publicity. Only the publicity. The sponsor? The use of priceless, exquisite names. And how does Baron Wrangel do it? Through his wide social acquaintance, admits the Baron, through his wide social acquaintance. 'The Baron is "Reggie" of the Journal's society page.

POLITICIANS AS SPONSORS

Radio and Red Faces

Radio has been barred from the Morro Castle hearings which resume Nov. 5. This isn't particularly important except that political opponents of the Washington administration are already using it as fuel for their charges, aired in Congress during the last session, that radio is subject to political censorship.

Some sort of clear-cut policy seems imperative on the Government's part toward the question of radio eavesdropping at judicial hearings, whether in court or committee rooms. It is hardly consistent to grant the broadcast privilege, as in the case of the Morro Castle, and then restrict it when the heat of criticism becomes uncomfortable.

New Jersey has barred radio from the Hauptmann trial and the Denver bar association is fighting broadcasts of misdemeanor cases from the Municipal Court. There are at present at least 12 cities in the United States where microphones are regularly placed on the bench of police magistrates.

Radio differs from press reports of the same proceedings in the complete exoner of the medium. No friendly air reporter can make a sage philosopher of a ward heeler when listeners hear what they hear. And so whitewash can be applied when the other screams a contrary story.

This phase of radio has become fraught with possibilities of embarrassment and politicians are learning that radio is dynamite in more ways than one. It isn't good politics to be chummy with radio in the expectancy of favorable publicity and irritated and arbitrary when the press agency bummerangs.

New York Radio Parade

By Nellie Revell

More in a spirit of reciprocity than reprisal the Columbia Broadcasting System will do a half hour program borrowing the British Broadcasting System. Camar Searchinger, European rep for CBS, will stage the show. It seems the BBC has been entertaining its listeners with take-offs on American shows.

Roxy Dedicates Tophits

Roxy, Paul Kean, Vera Van, Stoppage and Budd troupe to Boston, Pa., to attend the opening ceremonies of Gov. Pinchot at the debut of a new road through the Pocono Mountains. Compliment to Editor Catharine McKelvie of Tower Publications, who is responsible for the new highway since her home town is Wilkes-Barre, Pa.

Hypochondriac Item

During broadcast for Byrd last week, Dr. L. J. Dublin, who is v.p. of Mt. Life Insurance Co., was talking to Dr. Folske of Byrd Expedition about large number of colds in little America since germs are not supposed to live in frigid zones. Payoff has Harry VonZell and two agency men doing the usual stroll into reception room of WABC for a smoke and returning with the mien.

News-Week's Air Seriff

News-Week Mag furnishes a weekly news bulletin to 160 of the smaller stations in USA. Fifteen minute show with the magazine on the cuff in return for the service. Mag gets but one plug which comes at closing of show and consists of just mention of name.

Short Shots

Cornelius Farrar was the commentator during the broadcasts of the Metropolitan Opera troupe in place of John E. Kennedy...Harry Reiser Ork exits from Park Central...Ray Henderson and Harry Reiser Ork for Weigley's Spornit Toothpaste at NBC on Sundays...First of the stage stars to demand two weeks' rehearsal before she did the hour last show at NBC is Jane Cowl who comes on in "Emmie" Thur...John Mills of Mills Bros. is expected dad...Sid Gary on WOR at 7 twice weekly...Childs restaurant underneath the Par theatre on Broadway joins the WNEW dance parade...Zito Ork returns to open the Bert Room of the Waldorf-Astoria...New commercial at WOR for United Cigar Stores has Al and Lee Reiser, Jack Arthur, Bids Dudley, Rosanne Ork and Basil Bruynale...Pete Woolery, who signs in floor show at Park Central, gets a CBS sustaining thanks to Ralph Wonders catching the act.

Scrambled Notes

Willard Robinson Ork has received its notice at the Hotel St. Morris...Wayne Randall, NBC press, spent last week in Chicago...Larry Taylor of the Roxy program was once Larry Tait of WCAU in Philly...Tiny Turley out of WOR press dept...John Greig's new character "Prof Epiphany Out" translated from the French means Epiphany and Egg...Gene Hamilton of WTAM in Cleveland and Bill Bailey of every station in Phila are new members of NBC announcers' staff...Voice of Experience moving into new suite of offices comprising entire 36th floor of 361 Madison Av...In the NBC research lab, the radio frequency engineers snub the audio-frequency ditty and vice versa...Michelle Pooler singer at ABE, is wife of Bill Pooler, NBC engineer...Bert Swor, the original Moran of Moran and Mack, joins the CBS "Modern Minstrels" as end man.

Gossip

Kate Smith makes her first night appearance at the Arcadia in Phila on Nov. 19. Booked by Artists Bureau and WCAU for four weeks along with Jack Miller's Ork...Hudobek auditioning speakers at NBC in effort to find double for David Ross...Bill Eagan, radio editor of Akron, O., Times-Press, has been promoted and Vince Johnson now handling job...Paul Kushner managing Eddie Lane beside handling Don Boster...Control room of studio 5H in NBC has set of call buttons on wall. Used to summon actors from dressing rooms of which there are plenty in that studio...Betty Jane, new singer at ABE, answers to name of Betty Gutschalk when the mailman comes...Jack Layin, manager of Paul Whitman, discovered a new femme trio in Kansas City...Fred Reynolds to WTIC, Hartford, with a new "Blunder Horn" show five times weekly...Irving Rose Ork from Chick Horvath and Dick Mansfield from Princeton are new ABE orks...Steve Field and E. R. Patterson new members of WNEW misc staff...Outdoor Girl Beauty Products auditioned Blossom Bealy and Honey Field with Peter Van Steeden Ork at NBC.

USE TALENT TO BAIT LISTENERS

Hurts Their Pride but Find That 'Show's the Thing'

ALL GAB N.G.

Chicago, Oct. 29.

Politicians are beginning to realize that when they go on the ether they must go on in competition to the regular commercial air shows. And for this reason the political boys are starting to put showmanship into their programs and are adding regular show business talent to take away the sting of bald stumpings.

For instance, the parties now advertising their programs in the defile next to the commercial program ads. Run something like this: Democratic party presents—WENH, Don Pedro orchestra and the Hon. John E. Clark; WCPL, Pat Kennedy and James J. Kelly; KTW, Max Maupin's orchestra and Mayor Edward Kelly.

Political boys were pretty stubborn about getting showmanship into their programs. They first didn't like the angle of paying coin to performers to take up part of the time, and, secondly, didn't like the angle of sharing a show with some crooner. But the political wise ones who first put local radio talent on the programs grabbed off so much fan mail from listeners that the other politicians finally saw the light and rushed to signature microphone performers to help them put their political ballyhoo across. It has put a serious crimp into the ego of the politicians, but they have learned what the advertisers have long ago learned—that it's the show that counts, not the bally and spiel.

RADIO TAX SLACKERS FINED \$3 IN CANADA

Toronto, Oct. 29.

Waging an intensive campaign against radio-owners who are evading the \$1 annual tax, federal radio authorities are making a house-to-house canvass here and handing out a summons to all owners unable to produce the 1934-35 permit.

Result of this rigid check-up sees about 135 persons a day appearing in city and county courts where they are being fined \$3 and then signed on the dotted line for a permit costing another \$2.

Canadian Radio Commission Will Be Go-Between for Stations-Sponsors

Toronto, Oct. 28.

Immediate decision of the Canadian Radio Commission to control all other advertising emanating in this country and act as a clearing agency between stations and sponsors is the answer to protests of the Canadian Daily Newspaper Association against the federal-appointed radio body entering the field of sponsored radio advertising programs.

Hector Charlesworth, CNE chairman, states: "The Canadian Radio Commission is not going into the business of commercial broadcast advertising; is not using any of the revenue collected from radio listeners in any such way; is not seeking to have commercial advertising appropriations diverted from newspapers or any other advertising channel."

But, in order to clear up a controversial situation in which some

Free Show in Civic Auditorium as Dept. Store-CBS Tieup Called Off; Theatre Men Raise 'Unfair!' Cry

Football Broadcasts

(Networks haven't set games settled as yet, but for in advance for one reason or another.)

Nov. 3

WJZ—Army vs. Illinois.
WEAF—Princeton vs. Harvard.
WABC—Princeton vs. Harvard.
WABC—Minnesota vs. Michigan.
WOR—Cornell vs. Columbia.
WMCA—Pittsburgh vs. Notre Dame.
WINS—Manhattan vs. City College.

Nov. 4

WINS—Cardinals vs. Brooklyn Dodgers.

Nov. 10

WABC—Northwestern vs. Illinois.

WABC—Harvard vs. Army.

WINS—Manhattan vs. Holy Cross.

WMCA—Notre Dame vs. Navy.

WOR—Brown vs. California.

Nov. 11

WINS—Green Bay vs. N. Y. Giants.

Nov. 12

WABC—Boston College vs. Centre.

Nov. 17

WABC—Michigan vs. Ohio State.

WINS—Manhattan vs. Villanova.

WINS—Chicago Bears vs. N. Y. Giants.

Nov. 24

WABC—Army vs. Notre Dame.

WOR—Syracuse vs. Columbia.

Nov. 25

WINS—Boston Red Sox vs. N. Y. Giants.

Nov. 29

WABC—(Thanksgiving Day), Pennsylvania vs. Cornell.

WINS—N. Y. Giants vs. Brooklyn Dodgers.

Donald Withycomb Puts In R. M. Brophy as Asst.

R. M. Brophy, who formerly managed CFCF, Montreal, has been appointed assistant manager of the NBC stations relations department. Office is newly created. Brophy will function under Don Withycomb's direction.

Cleveland, Oct. 29. Highes Department store's plan to sponsor free vaudeville shows made up of name radio, stage, and concert acts, as a business stimulator, went blousy when heads of theatre circuits joined hands in quashing it. CBS network was a prime mover in the enterprise.

Kate Smith was slated as first headliner of show to be staged under auspices of Highes Store, which also had arranged for a radio tie-up. Sales receipts over a certain amount given customers were to be good for free admission.

Kitch came when Highes's tried to rent Cleveland Public Auditorium for series of radio shows. Dashed theatre managers made a loud squawk to city officials, on grounds that it would be unfair competition. Circuit heads made same complaint when Cantor-Jessel was booked into civic auditorium several seasons ago.

This time they won. Highes's cancelled plans and so did radio station. Jack Pearl, Amelia Earhart, Walter Piffin and Alexander Gray had been tentatively booked.

EMPIRE GOLD ASKS AL SMITH TO WAX

Empire Gold has added a Sunday matinee 15-minute spot on WOR, Newark, to its roster of broadcast obligations in the New York area. Contract with WOR stipulates a run of 15 weeks. Account is trying to induce ex-Gov. Alfred E. Smith to record for the WOR series a group of messages inviting the listeners to come and visit the Empire State tower. Gold dealer is a tenant in the same building.

Commercial is also using Rudolph Sochko, violinist, in the quarter hour on WEAF, New York, which precedes the Major Edward Hovey program Sunday mornings. Another station on the Empire Gold Co.'s payroll is WINS, with two 15-minute periods a day.

Find Edgar Wallace Script in CBS Files

One of Edgar Wallace's last thrillers "Evidences" written especially for the air was recently found resting in the CBS files and is now being dusted off for early presentation. Discovery came about when the estate of the late author sent the chain a bill for the work. Dramatic Guild rehearsing and will present it on Nov. 4.

Chi NBC Co-op Program

Chicago, Oct. 29. NBC is going into a participation program locally with a "Radio Kitchen Period" over WMAQ starting Nov. 5 from 1 to 2:30 p. m. weekly for five times a week.

Time allotment is for five non-competing commercial companies selling foodstuffs. Kitchen is being installed in the WMAQ studio with Elmer Howe to conduct. Tie-ups with Women's Clubs are figured to bring a daily attendance of 200.

WENB Starts Nov. 1

Syracuse, Oct. 29. Donald Walker, police reporter for the Syracuse Herald, resigned Saturday to become assistant manager of WENB, Olean, which will send out its first programs on Nov. 1. New station is controlled by the Exchange National Bank of Olean, from which it gets its call letters and will be managed by Dick Pierce of the Pierce, McEwen Advertising Agency, Olean.

Rural Stations Under 1,000 Watts Plan Sales Pact in Middle-West

Dubuque, Ia., Oct. 29.

Negotiations are in progress for the formation of an organization representing of some half radio stations. Headquarters of the sales group would be in Chicago. Outlets up to and not exceeding 1,000 watts in Illinois, Iowa, Wisconsin, Missouri and Indiana, between territory of the big three outlets are being marshaled.

Alex Sheppard, director of WRON, Rockford, Ill., recently acquired by Lloyd H. Thomas, former NBC executive, is doing the contact work in the middle west at present and will go to Chicago central offices when the plan has been readied.

Back of the plan is seen a well formed idea of the smaller stations to get sales representation through being able to present a radio audience comparable with any of the major single units and heretofore impossible.

While station time will be sold on a blanket basis to advertisers, there will be no line or plate charges. Each station is to produce programs as outlined.

WOI's Petition

Ames, Ia., Oct. 29.

When other outlets sought to encroach upon the time of WOI, Iowa State college radio station, authorities got busy and there is now in the hands of the Federal communication commission a petition representing some 10,000 listeners within the range of the station's 4.5.

Strictly educational and non-commercial status, the listener interest is surprising. Probably the high in listener interest was one petition, signed by some 215 patients at Oakdale sanitarium, located a short distance from the station.

Leban Ryan, assistant attorney-general of Iowa, presented the petition in person to the Federal communication.

Murder Trial This Week Of 21-Year-Old Radiotele

Zanesville, O., Oct. 29.

Russell Swager, 21, of Avondale, radio entertainer and musician, will go on trial before Judge P. H. Tanshill in Muskingum county court this week on a charge of murder in connection with the slaying of Harold Fleming, 18, filling station attendant in this city, during a holdup on Sept. 24.

Grace Mitchell, Pittsburgh radio entertainer, will be called to testify for the defense. Swager was arrested in Pittsburgh the day of the killing, having driven his automobile to the home of Miss Mitchell, where police were awaiting him.

KTRS, Shreveport, Sold To Local Newspaper

Shreveport, La., Oct. 29.

Station KTRS, member of NBC chain, has been purchased by the Shreveport Times. Newspaper announces that John C. McCormack sticks as general manager and there will be no changes in the staff.

Coincidental with the purchase the Times will carry a daily and Sunday radio column. KTRS has had several change of call letters but has been on the air since 1922.

Milk Replaces Beer

Lancaster, Pa., Oct. 30.

When Franklin and Marshall colleges inverted the thumbs on a beer sponser for football games recently station WGAL pulled out the sponsor in the interests of peace and hunted another.

When the play-by-play went on the air Saturday (27) the opening announcement read — "Milk builds muscle. It plays an important part in the conditioning of these gridiron gladiators."

Premieres

(THIS WEEK)

Nov. 2, Dick Lohert, Mary Courtland, Robert Armstrong band. (8:15 p.m., WJZ, London's Coughdrops) (Maltese agency).

Nov. 5, "The Gumps" (12:15, WAAB, Corn Products) (Hollwig).

Nov. 5, "Vic and Sade" (2:45 p.m., WBAF, Procter & Gamble) (Blackman).

40-HR. WEEK FOR ENGINEERS UP AGAIN

Washington, Oct. 29.

Long-sidetracked revision of the radio broadcasting code, cutting to 40 hours the work-week for studio engineers, has not been abandoned. It was learned today in government industry circles, but will be the subject of a conference with members of the code authority during the next fortnight.

With the codists slated to hold their first meeting since Cincinnati here in Nov. 8, Deputy Administrator William T. Farnsworth denied the revision is dead.

Despite the long silence since the June hearings, broadcasters have not abandoned their intention to fight to the end against the proposed hour-cut for technicians. It was made clear in industry circles.

There were intimations, however, that despite the militant stand of the Electricians' union the government may eventually make a concession on the radio point in view of the fact that at present the industry is employing a record number of engineers.

Reports submitted by the code authority several months ago showed that the peak employment level of 1929 has been passed since the code was adopted a year ago. Broadcasters insist that with this record they should not be expected to add to their labor costs and are not required to take up the slack in employment in other industries.

Code overhauling job will be completed before the pending investigation into working conditions of actors and performers has been completed, it is believed, although Equity had insisted that the talent survey be rushed in order to provide a basis for inserting code clauses benefiting these classes of employees. The questionnaire to be sent out for survey purposes awaits ratification by the code authority.

HARRY SHAW SELLS WMT TO COWLES CO.

Waterloo, Ia., Oct. 29.

Harry Shaw, owner and manager of WMT, has confirmed the sale of the station to the Des Moines Register and Tribune (Cowles Bros.). Transfer of ownership approved by the Federal communications system.

Shaw gives the Des Moines outlet practical control of station facilities in the entire state, except for border line station. Now operated KBO in Des Moines, and KWOI, Cedar Rapids, the latter also representing WLAN, Ottumwa, through consolidation, both on NBC.

Only opposition that the Cowles have to contend with in their home state comes from the Palmer interests, owners and operators of WHO, Des Moines, (NBC) and WOC, Davenport, (CBS). Cowles Bros.' third station is KBO, Des Moines, which operates at 1,600 watts daytime and 500 watts nights and serves as the other local release for NBC. WMT, which is licensed for 2,500 watts daytime and 1,000 watts nights, was founded by Shaw in 1922. Shaw, rated as one of the industry's outstanding pioneer operators, served two terms as president of the National Association of Broadcasters.

Gardner S. Cowles and James C. Harshman, his v.p., in charge of station operations, talked over the affiliation proposition with CBS during the pair's visit to New York last week.

Stations in Worcester, Hartford A Protective Move by Shepard

100-WATT PETITIONS

Four More File With FCC—Total Pending, 37

Washington, Oct. 29.

Six more applications for construction permits for 100-watt, quota-exempt broadcasting stations filed requests with the Federal Communications Commission last week. Four previous plans were set for hearing.

The newcomers, bringing the list to 37, are: Hart & Nelson, High Point, N. C., 1,200 kc; Dallas Broadcasting Co., Dallas, Tex., 1,500 kc; Abraham Shapiro, Astoria, Ore., 1,370 kc; Broadcaster of Erie, Erie, Pa., 1,420 kc; Hazlewood, Inc., West Palm Beach, Fla., 1,430 kc; and Bellingham Publishing Co., Bellingham, Wash., 1,420 kc.

Committee set for hearing requests of James D. Scannell, Lewiston, Me., 1,210 kc; Ohio Valley Broadcasting Corp., Parkersburg, W. Va., 1,450 kc; William G. Demuth, Urichville, O., 1,450 kc; and Radio Service, Inc., Riverside, Calif., 820 kc.

Radio Salesman Stabbed

San Antonio, Oct. 29.

Ray Leonard of KABC's sales staff is recovering from a severe stab wound over the heart, and the negro janitor of an apartment house near the station is booked on assault to murder.

Doctors at first feared for his life, but recovery is expected.

Osborne at WCAE

Pittsburgh, Oct. 29.

Nathan G. Osborne, former NBC employee, becomes sales manager of Hearst radio station WCAE in Pittsburgh.

Osborne has been in various fields of advertising.

Boston, Oct. 29.

As soon as the Federal Communications Commission has dispensed of his bid for a place on the 640 k.c. channel, John Shepard 3d of the Yankee Network will take steps to equip himself with a 100-watt station in both Worcester, Mass., and Hartford, Conn. Shepard's present affiliation in Hartford is WDHG, of which Sam Pickard, CBS, N. Y., is a part owner, while in Worcester WGHG serves as the local release for Yankee web programs. Both of these stations are now being represented as to spot broadcasting by Radio Sales, Inc., a CBS subsidiary.

Shepard's move to get into Hartford and Worcester on time motivated by a desire to protect the Yankee Network on time availability when it comes to these two spots. With the WDHG and WGHG schedules filled by CBS network programs and Radio Sales business there will be little time left, Shepard figures, for the stations to take care of Yankee clients.

Out of the scramble for 640 k.c., Shepard hopes to get permission to transfer WAAH, Boston, from 1,140 k.c. to an exclusive position on the eastern end of the disputed clear channel.

WOV Must Answer

WOV, New York part time outlet, was ordered by Judge Knox in the Southern District U. S. Court last week to answer a group of questions submitted by the Society of European Authors and Composers, which is suing for infringement of copyright.

Performing rights agency claims that WOV used one of its numbers without the required license and it seeks the requested info to round out its case preliminary to trial of the action.

Is this a LYRIC?

"Catch 'em in the daytime,
Catch 'em in the mood,
Catch 'em when it's buy-time,
And do yourself some good!"

Well, maybe not. But it's darn good advice to the fellow who wants to sell merchandise or service. Catch 'em in the daytime with your message, and you catch 'em with the old family purse wide open.

KSTP

has only a few choice daytime periods to sell (worse luck!), but applications will be cheerfully received.

And, may we remind you: KSTP dominates the metropolitan area of more than 1,142,000 population, which spends 74.3c of every dollar in Minnesota—in the very heart of the 9TH U. S. RETAIL MARKET!

KSTP

MINNEAPOLIS—ST. PAUL

Just Ask...
FORD BILLINGS
General Sales Manager
KSTP, Minneapolis,
Minn.

or our
NATIONAL
REPRESENTATIVES
NEW YORK

Paul H. Raymer Co.
CHICAGO DETROIT
SAN FRANCISCO
Craig, Blair & Spight,
Inc.

DOMINATES THE 9TH U. S. RETAIL MARKET



Bright Stars of Danceland

William Stoess and his Flying Dutchmen

OVER THE WORLD'S MOST POWERFUL
BROADCASTING STATION

Here is musical *divertissement* easily the equal of anything ever presented over the radio. Presented over station WLW and coast-to-coast NBC network this talented group under the baton of a genius wins acclaim everywhere. Truly a marvelous background for the message of some forward-looking sponsor to whom this popular attraction may be made available.

From the sound of footsteps
to a symphony orchestra...



talent and production facilities cover
the gamut of radio entertainment...

Daffodils

Baltimore, Oct. 29.

Epidemic of nuts has been plaguing the radio stations in Baltimore of late. A few were always assembling stations with absurd ideas to present on the ether, which invariably brought into play their own participation, but of late the nuts have increased alarmingly, both numerically and in violence.

They have been tramping in and demanding to see station managers in an ever ballooning phalanx, and then presenting even weirder ideas for the ether than they breached in the past. A great number have to be bodily tossed out, so many growing violent when their pet plans are panned. Stations have mapped out with the cops on the beats just where John Law may be found at all hours in case an eviction is necessary.

With election fever permeating the burg, hordes of political slug-nutties are constantly making the rounds of the stations seeking other time. None can pay, but all promise to save the country if given an opportunity to talk on the air, and then, they promise, radio will be grandly taken care of. Oftentimes when refused they fly off the handle and let loose a radical tirade and run berserk; then the nut has to be fetched to hounds 'em. Greatest increase, however, is in number of the absolutely balmy who have been in evidence. These are always difficult to deal with. In most instances fortunately they can be thumbed out as crazy at sight. If their attitude doesn't give 'em away, their speech is certain to, as witness the nut who was gagglingly told at WCMB that political-speech rates on air were \$200 for 15 mins., and \$100 for a half hour, and who responded that he'd take a 15-min. shot because his cure for the nation's ills could be broadcast in that time and if he talked longer he would be late for dinner.

Another who has been plaguing studios is the one who boasts of his orchestra which, he explains, is composed of five maces, clarinet, flute and bugle. A joshing station employee questioned him on the bugle, and was answered, 'The U. S. army has a bugle and if a bugle is good enough for the army, it is good enough for my orchestra'. This particular chap has also been around demanding dough for broadcasts he thinks he has made; says he ails his oit from his home over the radio, and wants pay for it.

Stations formerly treated the nuts lamely, often telling 'em that some other station, and naming it, would be interested in what the nut had to offer. Of late, however, stations are looking upon the thing as a nuisance and with the increased number of nuts have desisted from ribbing each other by sending 'em around the circuit just for laughs.

NBC WAX DEPT. DELEGATES RCA VICTOR TO PUSH PLATTERS IN SO. AMERICA

Sponsors—Agencies

Brill's E-Zee-Ons over WOV, New York six times weekly. Oreh and singer to be picked after preliminary auditions.

Lioit due back on the air shortly. Auditions being looked over in the variety show vein. Has been off for several months.

Flutcher & Ellis is again expanding its quarters. Agency moves Nov. 15 to the 34th and 35th floors of the building it's now in, 300 Fifth avenue.

Wrigley Pharmaceutical Co., subsidiary of the gum interests, starts plugging its Spearmint Toothpaste over an NBC hookup Dec. 1. It will be a Sunday matinee quarter hour, involving the entire red (WEAP) link. Program will combine Harry Roser's band with Ray Heatherton, barytone.

Gorton-Paw now over WLWL, New York, for 32 weeks. Male quartet and talks on twice weekly. Mondays and Thursdays at 7:15 o'clock. Flied through Churchill-Hall agency.

Wax Works

Freitag agency avers that the Pure Oil Co. has no intention of producing a wax series with Arthur Horan for release outside the United States.

Lur-Eye Products using program service from Worl Broadcasting System on 42 stations for period of 32 weeks.

Cont Products using disc service now over WHAL, Baltimore; WCAU, Philadelphia, and WEAL, Boston. Placed through Henry S. Howland agency.

Phillips' Petroleum sponsoring 'Phillips' Dramatized Flashes' on 32 stations for 30 weeks, starting Nov. 5. Through Lambert-Pensley agency.

Lafayette, through the Lesan agency, is recording 14 five-minute programs at Sound Studios, Inc., with Eliott Douglas on the scripting and direction. Series will be placed on 30 stations.

Par-T-Pak Ginger Ale (Neh Botling Co.) has had 15 one-minute announcement records turned out for it by Sound Studios, Inc., for booking on 10 southern stations. Eliott Douglas is handling the copy assignment for the James A. Green agency, of Atlanta.

RCA Victor office here grabs off two recording jobs, the 'Jack Armstrong' for General Mills and the 'Vic and Sade' program for Crisco.

'Vic and Sade' on NBC have just gotten the Crisco sponsorship and the shortening account is taking some platters for the west coast spots.

NBC's Seal?

National Broadcasting Company has under consideration a stunt to establish a 'Seal of Acceptance' to be applied to commercial products advertised over the web. While details have not been worked out the idea contemplates following the general lines of Good House-keeping magazine. Latter publication has a fancy insignia that advertisers are authorized to boast about.

Recent efforts of the network to censor copy and elevate the ethical tone of sponsor sales arguments lends credence to the belief that NBC ambition is in the direction of such a 'Seal of Acceptance.'

RADIO UP IN SPANISH ESTEEM

Madrid, Oct. 18.

Radio played an important role in the Spanish revolution now simmering down. And the importance already has upped sales of radio sets.

With communications cut and few newspapers publishing, the Spanish people were left out in the cold regarding the goings-on until the government temporarily took over one of the three local stations, Union Radio, and started to issue hourly bulletins read by the ministry of interior or some other official before a microphone in the minister's office.

Only a relatively small proportion of the local gentry has receiving sets but both the Madrid government and the Catalan government appeared to assume that every householder was a potential listener. When Catalonia set itself up as a separate state—for the space of eight hours—the Barcelona government went on the air over Radio Barcelona with government officials issuing exciting and encouraging reports each hour and urging all Catalans to come armed to the teeth and help them whip the federal troops.

All radio distributors jumped on the opportunity to point out the importance radio was playing in the revolt and all radio stores reported a sudden sales accept.

Paris, Oct. 21.

Murder of King Alexander of Yugoslavia and Foreign Minister Louis Barthou at Marseilles completely disrupted French radio programs and at the same time was good propaganda for radio by proving how effectively it can be used for news.

When President Doumer was shot couple years ago certain stations continued musical and entertainment programs after the event, com-

NBC has plans of expanding its transcription business to take in South America, with RCA Victor, sister RCA subsid, serving as its sales and distributing agent among the Latin-American republics. Conferences on the proposition are being held with R. B. Todd, South American manager for Victor, who is on a three-weeks visit in New York.

Web figures that it can do a more effective selling job in South America by having reps on the scene who are conversant with local merchandising and program requirements and are also in a position to contact the local distributor of American made goods. Many American manufacturers who are anxious to plug their products over South American stations are restrained from doing so by agreements with their Latin-American distributors which give the latter the first and last word on how the coin for local advertising should be spent. In several of these countries, particularly Brazil and Argentina, the local distributors are loath about antagonizing the newspapers by allying themselves with the new medium.

Plan proposed by NBC to take over the world synchronization rights to all transcription manufactured by the web is still in the discussion stage. Music Publishers Protective Association has declared itself as amenable to entertaining the proposal if the network will primarily agree to turn over all its masters to RCA Victor and let that company assume responsibility for the payment of music royalties. Original suggestion made by NBC was that it be granted the world rights to all music it recorded upon the payment of a flat fee.

Task of mapping out of an agreement covering the world rights proposition has been turned over by NBC to its legal department. Completed draft will then be turned over to Francis Gilbert, counsel for the MPPA, as a preliminary to discussion between the two organizations of the terms involved.

KOIL-KFAB Staff Changes

Omaha, Oct. 29.

Continuity staff at KOIL-KFAB Omaha studio gets an addition in Billy Williams. He returns to Omaha from radio work in Denver. Williams formerly a member of the KOIL staff in the days before it was taken over by the Union Holding Co., of Lincoln and owners of KFAB. He joined the staff Monday (22).

Added to the technical staff of the Omaha studio is Mark Ballou, who comes from a Union station in Lincoln. He replaces Gordon Anderson, departed in an out-of-town proposition.

Addition to the sustaining staff in 'The Deckers', three men and a gal, brought in from an outstate station to perform regularly on the farm program. They replace Harmony Boys' Gum, Jim and Andy. This trio, Gus Sindt, Jim Mogg and Andy Martin, move in to WBW at Topeka to go to work Nov. 1.

lining them with news bulletins, and got drastically panned for their callousness, so this time no one took chances and shut down all amusement broadcasting.

Rearrange WCFL Program Setup To Ready for Tri-State Web Start

Chicago, Oct. 30.

Inauguration shortly of the new Tri-State Network has WCFL in fast activity to get lined up for the spot they'll hold as key station. For WCFL it means a change of policy from straight labor to a schedule of general programs.

Program department has been busy shifting time around so that there is balance of programs for all audiences. The station has brought in showmen in the department who are making this the opportunity to bring out ideas they have been working up for mere showmanship on the air. For the average listener type they are putting on a 'University of the Air'. 'Art Institute' is another educational period starting Nov. 1 under Dudley H. Watson, of the Chicago Art Institute, and other invited speakers. Plan is to have about an hour of each period daily.

Idea is to build a background that appeals to the average listener. Instead of a hard dance type of entertainment they're planning on a mass voice and production type, using slugs successes and drama synchronized with music.

Irene Castle McLaughlin is coming on for twice a week with an 'Orphan of the Storm' program, a dramatized true dog series. They're angling for the Symphony to be a regular sustainer. A 'Children's Magazine of the Air' is for the country kid audience.

Radioite Now L.L.B.

Pittsburgh, Oct. 29.

After a career in local radio stretching back over 10 years, Louis L. Kaufman, 'Sun-Yete's' Globetrotter over Hearst station WCAE, is retiring to devote himself to practice of law. Kaufman started out as an announcer at KDKA, shifting to WCAE a few years ago. His Globetrotting job, which has also included special interviews, goes to Jimmy Murray, sports reporter and p.a. for CBS station, WJAS. Murray was formerly on sports staff of 'Post-Gazette.'

Changes also send Joe Sartory, formerly of WWSW, to WJAS as Murray's successor. Sartory was replaced week ago at WWSW by Al Heller.

WLWL Staff Shifts

Two new announcers on WLWL's staff are Charles McKenna and Andrew Burke, the latter coming over from WINS. Farmer is new to radio.

They replace Tom Paradine, who has left to join WTIC in Hartford after three years with Paulist Father's outlet, and Jack Henry, who shifts to Waterbury to become affiliated with new Waterbury Republican station.

Sandra Swanks branching out into radio broadcasts under wing of Peppy DeHawthorn.



BLACK LUCAS

CAPITOL

NEW YORK

2 WEEKS



This Week and Next—Weeks Oct. 26 and Nov. 2

Web Restrictions Shift Gen. Mills Disc Contract from NBC to RCA

Chicago, Oct. 29. NBC attempt to invade the ether disc field by selling RCA Victor service through the network sales force drew a bad slap in the face last week when the General Mills company allowed its contract for recordings through NBC to expire and made a new deal direct with the Victor company. These are recordings of the 'Betty and Bob' show for Discoret.

Reason behind the moving of the General Mills contract from NBC to RCA Victor is the fact that the network has passed a ruling that all NBC-contracted recordings can only be placed on NBC stations or indie transmitters but not on any Columbia web station. With the contract made direct with the Victor recording lab here, the sponsor and its agency, Blackett-Sample-Hummert, have no such station restrictions and can place these show recordings anywhere. While there is no plan

at present to shift to any Columbia transmitter, the agency feels that it should be in a position to do so at any time without getting balked by NBC rules and regulations.

For the same reason, the 'Betty and Bob' show which was formerly recorded directly from the NBC studio broadcasts, will be given a separate show in the Victor lab for the recording, since the NBC rule is that all recordings taken direct from NBC studios must not hit on a Columbia transmitter.

FANS COMMEND ABBREVIATED COPY

Chicago, Oct. 29.

Nelson Bros. Furniture Co. is basing its bid for good-will from listener-consumers upon the fact that it uses a small percentage of plug matter in its programs over WBBM. Credit copy is confined to the opening and closing of the 15-minute stanza, with the introductory salver running 75 words and the fadeout accounting for 67 words. For a fiscal account in the Chicago area, Nelson Bros.' economy of ad verbiage constitutes an innovation, if not a revolution.

Here reports that program's mail has undergone a huge jump, all complimenting the commercial on its new plug policy.

Stations and sponsors throughout the midwest have been contacting the WBBM outlet requesting information as to how the new type of spiel is handled. And it's likely to mean a general revision in local plugging throughout the territory.

Here are the new Nelson Brothers' announcement, verbatim. Opening announcement is as follows:

"In their new radio advertising policy, Nelson Brothers bring quality music, more of it and less of their advertising messages. For years Nelson Brothers have given you high quality furniture and rugs at low prices that satisfy your purse. Nelson Brothers believe that these low prices speak for themselves—that they need no long advertising messages. So just remember this and see Nelson Brothers before you buy furniture or rugs. And now on with the show."

And their announcement at the close of the 15-minute program is:

"You have heard of Nelson Brothers' new radio policy—quality music and most of it and less advertising messages. Nelson Brothers invite you to join them in these radio programs, in which the artists themselves are the chief reminders of Nelson Brothers' quality rugs and furniture and the sensational savings they give you. You can't afford to buy furniture or rugs until you have looked at Nelson Brothers."

WFBX's Big Program

Baltimore, Oct. 29. WFBX will spotlight its first coast-to-coast NBC program next Sunday (4) night, when the Hearst newspapers here have their turn at sponsoring the weekly short-wave broadcast to Admiral Byrd in Little America.

Station and the newspapers are lining up a lengthy list of participants to take part. Governor, mayor, half a dozen of Byrd's relatives who reside in Baltimore, plus Col. Jake Ruppert, old friend of the admiral, will chat to the exploring party.

Talent, to date, includes WFBX's Kiddie Klub, an ark which will be sent in by the local musicians' union, and a choral group which is being rehearsed by Frank Bornschein.

Don Baxter unit, playing this week at the Penn. Pittsburgh, was released from its Sunday (30) performances in order to broadcast the Jello show from the NBC studios in New York.

Lazy Pleasure

LANCASTER, Pa., Oct. 29. Radio is hot stuff—too hot for the Foreman's Club of Lancaster.

When the club planned re-summing meetings for the winter, a poll of the members was taken to see how they felt about the matter of broadcasting the sessions.

Vote was so large and in favor of the strings that the club officials checked the vote and found about half of the boys had gone inactive during the broadcasting period, and that they listened to the programs from their homes, thereby saving the energy of going downtown.

Issue was settled immediately. The club decided to broadcast only the entertainment from the meetings, with a very large mix on the speech part of the sessions.

O'Halloran to KYW

Chicago, Oct. 29.

Hal O'Halloran left the WLS staff to join KYW as announcer. He had been chief announcer on WLS for some time and master of ceremonies for the WLS barn dance.

NBC REMOTES BANDS

Los Angeles, Oct. 29.

A battle is on with the musicians union over the permission to NBC to remote the Ambassador and Hollywood hotels' bands.

Number of musicians used by KPM more than covers the required minimum, argue NBC.

Inside Stuff—Radio

Although Lux is desirous of having George Arliss do an air version of 'The Green Goddess', which he first did as a show and also in pictures, it is doubtful if the quest will be successful. This supposition is based on the English actor being opposed to doing two things at once.

Due over here late next month, Arliss immediately goes to the Coast for a film and then returns to London for two more. An unofficial guess could be that Arliss will never seriously undertake radio until such time as he is idle as regards either screen or stage. For if he goes on the air it will be a sincere effort with no distractions. He works that way.

Joe Cook will wind up broadcasts for Colgate six weeks earlier than provided for in his contract, final program for the tooth-paste firm being Nov. 15. Star insisted on securing a release after a series of differences with Ken Dyke, advertising manager for Colgate. Reported interference by the latter has had Cook and his writing staff on edge for some time. Understood the ad man's propensity to order out material at the last minute after the programs were set at rehearsal, irritated the Cook staff.

Lehn & Pink's 'Hall of Fame' switches from NBC to CBS in January, to team up later on with the same firm's Eddie Cantor (Pabst) program on Columbia.

'Fame' transfer occurs early in January, taking up the 8-8:30 Sunday night spot. When Cantor commences in February he goes into that time period, with 'Fame' moving up a half hour, changing to 8:30-9. Under that arrangement Lehn & Pink will split one full hour equally between two programs.

Johnny Marvin has a business scheme: the distribution and sale of a low-priced oil burner which bears his name. Marvin is pushing the burner from quarters in Schenectady, N. Y. He is also broadcasting over WGY in that city, and is playing theatre dates, backed by WGY Artists' Bureau, within a 36-mile radius.

He has not mentioned the heater on programs to date.

Survey made by CBS on one of its sub-stations in the midwest showed the people prefer local talent to that from adjoining cities. Town has a population of 10,000.

Of the answers turned in 80% claimed to be regular listeners of the station and further survey showed that 91% of the programs of the station were of local origin.

Honey Carmichael, guesting with Gershwin last week, was introduced as the new Paul Dresser in music, bringing in the identical Indiana background. 'Star Dust' writer used to bang out most of his current hits while a student at the state university. 'Jockey Chair', 'Riverboat Shuffle' and 'Washboard Blues' all saw the light of day on the campus.

WLWL, New York, listeners squawled recently when 'Old Man Noah' popular ditty for quartets, etc., came over the air from this Paulist Father's outfit. Next day the mail was swamped with letters declaring that the song was off color and poked fun at the Bible. Immediately song had to be stricken from the musical library.

A full day and then some for Richard Leibort who goes on the air first at 8 in the morning, follows with his duties at the Music Hall, and doubles during the evening hours on the Rockefeller Roof. On top of this comes a new commercial for Luden's.

Would-be snafus, who climbed the east tower of KFWP atop Warner's theatre in Hollywood, gave Jack Deany, technician at the transmitter, some anxious moments before police coaxed the guy down.

Tower sitter is being held as a psycho suspect.

Paramount Pictures continuing its policy of keeping its contract players off the air as much as possible, sized Jack Oakie from making a couple of radio discs for Brunswick.

Oakie was set to sing a couple of songs from 'College Rhythm'.

American Broadcasting system is hooked up between New York and Washington-Baltimore by Western Union wires. Best of the network is on telephone line. Understood that ABC will eventually be all A.T.&T.

WLS Finds Many Listeners Paid No Attention to World's Series

4 Chi Bands on MBS

Chicago, Oct. 29.

Mutual web, including stations WOR, WOH, WLW and WYTX, have added Earl Burdett orchestra and Ted Weems orchestra to their list for sustenance.

With Jan Garber and Wayne King it makes four, and a setup as that WOR gets an orchestra from Chicago every night.

Amos 'n' Andy Sustaining

Baltimore, Oct. 29.

Amos 'n' Andy went on the other out of character yesterday (Sunday) afternoon. Double local hook-up over WCAO and WBAL, aired them in an interview handled by Lou Arnold, News-Post columnist, for the Municipal Community Fund.

H. L. Menchen was sought to pop the quizes at A.S.A., but said his. On same program was Mayor Jackson in an appeal for public support of the fund; and Carmela Ponselle, operatic warbler.

Greg, Blair & Spight will add WHT, Waterville, Me., to its representation list as soon as the Cowles Bros. take over the station's operation from Harry Shaw.

Same firm of reps have an exclusive arrangement with the Cowles Bros., other two outlets, KSD, Des Moines, and KWOB, Cedar Rapids.

Chicago, Oct. 29. Since the last game of the World's Series baseball broadcasts WLS has received 5,000 letters from people who were not listening to the baseball game.

WLS, not broadcasting the series, decided on the last day, which was the seventh game and the deciding one, to find out how many listeners it was costing them. The assumption has been by most radio stations and sponsors that any large program, and baseball particularly, kills that time for any other sponsors.

Station made three half-minute announcements during its commercial 'Homemakers' Hour' from 3-3 p. m. asking listeners to send in a card if they were not listening to the baseballspiel.

Station is using the fan letters to show sponsors that their biggest competition isn't really some other big broadcast. It's more a matter of how many regular listeners the station has, which is generally a buildup from the talent they use.

Ruth Aulenbach, WDEL, Wilmington, secretary, resigned to marry Robert Polts, November 10.

Can You Write For Radio?

If you can write mystery sketches of the type used on 'Criss Cross' and 'The Shadow', Wills's type, and similar dramatic radio programs, it will not pay to get in touch with the undersigned.

Do Not Send Manuscripts

Just write me, telling what you have done in this line, and whether you have any ready for consideration. If you are serious convincing, we will invite you to submit scripts. These sketches are wanted for an advertiser who is now "on the air." Prompt response is advisable.

Address Replies
Box 26, Variety
New York, New York

Columbia Broadcasting System
Presents

THOMAS "FATS" WALLER

"Radio's Hottest Little Artist"
Composers, Pianist, Comedian,
Character Vocalist
On Entire Columbia Network
3 TIMES WEEKLY
Hear New Victor Recordings
Direction
PHIL PONCE

JACK DEANY

AND HIS ORCHESTRA

Cenoco Oil
Wed., 10:30 P.M.
WJZ

fred allen's

"TOWN HALL...TODAY!"
on
ROCK OF ISLES
with
PORTLAND HOPPA
JACK ROBERT
LIONEL STANBRO
JOHN BROWNE
HINERVA PIGGS
HILARY DOWLAND
Material by Fred Allen and
Heavy Featured
Management, Walter Hattendorf
Wednesdays
8-10 P.M., WJZ-WHAF

HEATHERTON

Broadcasting
Mondays and Wednesdays 11 A.M.
Polo-Station, WAC-100
Direction SBC Artists Bureau

COLUMBIA
BROADCASTING
SYSTEM
Presents
MARK WARNOCK
IN PERSONAL DIRECTOR
BORDEN'S
'45 MINUTES
HOLLYWOOD
Thursday Nights
at Ten, EST
CBS-NETWORK
Broadcast Exclusively by
Columbia Broadcasting System

ABE LYMAN
AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST
WABC—Tuesday, 5:30 to 6 P.M., EST
(Phillips Dental)
WEAF—Friday, 9 to 9:30 P.M., EST
(Phillips Milk)

GRACIE BARRIE
HELD OVER
CASINO DE PAREE
Solo Direction
MERMAN BERNIE
1619 Broadway, New York

KEN AND HIS BANJO HARVEY
Dorchester House, London
Indisputably
London Evening Standard: "Ken Harvey plays 'Banjo in Blue' on the banjo and does it extraordinarily well."
Dorchester Mayfair Hotel
Radio Phil Ponce Direction Honey Brownson

MILLS and PARKER
Radio's New Comedy Find
Radio Management
MURRAY GORSH

Now at
BEN MARDEN'S
PALAIS
ROYAL
on Broadway

DORSEY BROTHERS STOCK GOES UP!

DECCA
RECORDS

THE DORSEY BROTHERS and their orchestra

In seven short months "radio's next name band" has become "radio's newest name band". One of those months was spent in organization and rehearsal—the next six in an unbroken series of successful engagements. Now, at Ben Marden's Palais Royal on Broadway, the Dorsey Brothers and their orchestra are sending their stock still higher! The wide radio audiences which their distinctive rhythms and distinguished arrangements have attracted will welcome them on a commercial series.

BEN MARDEN'S
RIVIERA
Fort Lee, N. J.

NATIONAL
BROADCASTING
COMPANY

[NBC - WJZ]
Tuesdays 11:30 PM
Saturdays 7:15 PM
NBC - WEAF
Thursdays 11:30 PM

TOMMY DORSEY
conducts the Dorsey
Brothers Orchestra
and adds his incred-
ibly brilliant trombone
to the ensemble. Three
trombones and but
one trumpet make the
instrumentation of
this orchestra both
original and unique.



JIMMY DORSEY
amazes symphony
men with his clarinet
and shines among
jazz musicians on the
saxophone. He heads
the roster of impecca-
ble instrumentalists in
the Dorsey Brothers
Orchestra, and the
basis of the band's
modern style is found
in his novel phrasings.

SANDS POINT
BATH CLUB
on Long Island

ONE NIGHT
STANDS

THE DORSEY BROTHERS

ORGANIZATION
& REHEARSAL

are represented by the Artist Bureau of the National Broadcasting Company and

ROCKWELL-O'KEEFE INC. ARTISTS' REPRESENTATIVES
R. K. O. BUILDING • ROCKEFELLER CENTRE • NEW YORK CITY • CIRCLE 7-7550

1934

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

Radio Chatter

New York

Their names stand in the public eye as the most famous radio stars in the country. They are the only two who have been able to maintain their popularity for so long.

Both have been in the business for over a decade and have built up a loyal following of listeners.

It is no wonder that they are considered the top radio stars in the country.

Their success is a testament to their talent and hard work.

They have been able to stay on top for so long because of their unique style.

It is their ability to connect with their audience that has made them so successful.

They are truly the stars of the radio world.

Their names are synonymous with radio stardom.

They have set the standard for all other radio stars.

It is their dedication to their craft that has made them legends.

They are the ones who have truly made the radio a part of our lives.

Their voices are a comfort to many listeners.

They are the stars who have brought joy to so many hearts.

It is their talent and hard work that has made them the stars they are today.

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and young. The radio has been a part of our lives for so long.

It is the only medium that has been able to reach so many people.

The radio has been a part of our lives for so long.

It is the only medium that has been able to reach so many people.

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Illinois

Chicago, Ill., Oct. 30.—The city of Chicago is the center of many radio stations.

It is the only city in the country that has so many radio stations.

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Ohio

Cleveland, Ohio, Oct. 30.—The city of Cleveland is the center of many radio stations.

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Pennsylvania

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New Business

DEVELOP

The development of new business is a key to success for any company. It is the only way to grow and stay competitive in the market.

PROGRESS

Progress is the key to success in the business world. It is the only way to stay ahead of the competition and grow your company.

IMPROVE

Improvement is the key to success in the business world. It is the only way to stay ahead of the competition and grow your company.

EXPAND

Expansion is the key to success in the business world. It is the only way to stay ahead of the competition and grow your company.

INNOVATE

Innovation is the key to success in the business world. It is the only way to stay ahead of the competition and grow your company.

ADAPT

Adaptation is the key to success in the business world. It is the only way to stay ahead of the competition and grow your company.

EVOLVE

Evolution is the key to success in the business world. It is the only way to stay ahead of the competition and grow your company.

The development of new business is a key to success for any company. It is the only way to grow and stay competitive in the market.

Progress is the key to success in the business world. It is the only way to stay ahead of the competition and grow your company.

Improvement is the key to success in the business world. It is the only way to stay ahead of the competition and grow your company.

Expansion is the key to success in the business world. It is the only way to stay ahead of the competition and grow your company.

Innovation is the key to success in the business world. It is the only way to stay ahead of the competition and grow your company.

Adaptation is the key to success in the business world. It is the only way to stay ahead of the competition and grow your company.

Evolution is the key to success in the business world. It is the only way to stay ahead of the competition and grow your company.

EDDIE PEABODY

Radio Personality
The Voice of the Nation
Broadcasting from New York City

LEON BELASCO

Radio Personality
The Voice of the Nation
Broadcasting from New York City

CHARLES PREVIN

Radio Personality
The Voice of the Nation
Broadcasting from New York City

Tommy "Cool" NACK

Radio Personality
The Voice of the Nation
Broadcasting from New York City

EMERSON GILL

Radio Personality
The Voice of the Nation
Broadcasting from New York City



KATE SMITH

columbia
broadcasting
system ...

wednesday
3-4 P. M.

Friday
10:30-11 P. M.

call
6088-10-6088

Management
TED COLLINS

LOOK AT THIS! COLUMBIA HAS THE ANSWER — MON NIGHTS AT 9:30
JUST BLOCK and SULLY

Anti-Sinclair Faction Subsidizes Four Radio Programs in California

Los Angeles, Oct. 29.

About everything is being adapted to radio in the best Sinclair campaign now in progress. For the final weeks of the campaign every device known to opinion management and the artisans of propaganda is being employed. Lord & Thomas advertising agency is using four radio programs to undermine the Sinclair arguments through subtle arguments put across in the shape of entertainment by professional actors. These are financed by the Republican campaign fund.

Novelty of the presentations is sure fire and a check of the listening audience shows that a tremendous wedge is being driven in spots where other agencies of promotion have failed to make much more than a superficial dent.

Show which is creating the most interest is tagged 'Wendy and Willie.' Subject treats with two hoboes

hopping a freight to California and discussing the good things in store for them in the advent of Sinclair's election. Script is well done and the characters drive home the anti-Sinclair propaganda in a whipcrack but straight-forward way. Theme is a parody on 'California, Here We Come.' This one is on for a 15-minute swing three times a week.

In high favor is 'The Bennetts,' aimed at the family circle and similarly done. Various subjects of a political nature are discussed around the fire and the appeal is directed mainly at the women of the household. Intimate touch is used.

'Turn of Events,' patterned after 'March of Time' is an historical dramatization of events that skirt the political border. This is disguised as entertainment for 15 minutes over KFI the CBS outlet.

Plotted every night on KNX is 'The Political Observer,' a supposedly non-partisan view of things political but heavily slanted with anti-Sinclair promotion. Current events are milled pro and con.

Around 15 actors are used in the four skits. Extensive radio and film writers are turning out the continuities. Don Parker of Lord & Thomas, is handling the radio end of the campaign.

Flareback
It is a cliché that if the L&T promotion is successful in keeping Upton Sinclair out of Sacramento this new text book on political campaigning will gain wide circulation. Board of strategy sits every night to keep a close tab on the reactions to the various programs. Indifference of it is vigilance in the suspension, after one program, of a highly satirized conception of Sinclair's Utopian promises, the basis of his campaign.

Such standard radio names as Thelma Lish, Joe Twerp, Gill and Dummeling and other funny men of the air were bunched in a skit. Art was pulled when it burned too deeply into the Sinclair ranks. Hate-Sinclairites answered by wire, letter and switchboard.

Outdoor campaign also is nothing to sniff at. Pull standard showing of 34-stands over the state. Around \$100, went up weeks ago and get a fresh covering at regular intervals. No location seems to have been overlooked by the snipers.

Paint Up Sinclair Weaknesses

Students of mob psychology on the Lord & Thomas strategy board have won a point that has caused a switch in tactics during the past two weeks. For weeks on end the orations, air skits and billboards have played on Sinclair's weakness rather than on Merriam's good points. Merriam has been the forgotten man. It is figured that too much attention has been paid to the rival candidate and that the constant hammering away might cause the voters to associate it with the adage that every knock is a boost. A bulldozer for Merriam is the result in the final push.

Violet and Marion Dunn, from legit, are scripting the 'Footlight Highlights' program for the Canadian Radio Commission out of Toronto.

Eddie Fitzgerald, formerly of Boston and now arranger for WJW Cincinnati, has been added to production board at station.

George Combs has joined the radio department of the Gotham agency, New York, and will go after new accounts.

Sammy White in his original role in 'The Girl Friend' which Paul Whiteman revives next on the air.

Lee Atlas making his first talk over CBS mike since the days when he was announcer.

Florence Browning making over WMCA as 'Radio Scandal.'

LISTEN IN TO

LOUIS

Monday - Wednesday - Friday
10 a.m., WJW
CARLSBAD SPRUDEL SALTS

Wednesday, 10 p.m., WJW
COAST-TO-COAST
WITH
DENNIS KING
ON
ENNA JETTICK PROGRAM

Sundays, 4:30 p.m., WJW
WITH
ROD ARKEL, LEW WHITE
and RUTHEVERETS
ON
CARLSBAD SPRUDEL SALTS
PROGRAM

Fridays, 8:30 p.m., WOR
WITH
NORMAN CORDON
AND
LUCILLE PETERSON
ON
BAUME BEN-GAY PROGRAM

Sundays, 6 p.m., WABC
COAST-TO-COAST
WITH
GEORGE GERSHWIN
THE CHORISTERS and
DICK ROBERTSON
FEENAMINT PROGRAM

DECCA RECORDS

Columbia Broadcasting System
Presents

GEORGE GIVOT

THE GREEK AMBASSADOR
OF GOOD WILL

Every Tuesday, 10:30-11 P.M.

Coast-to-Coast

Personal Direction
HERMAN BERNIE
1010 Broadway, New York

**Jack and Loretta
Clemens**

WEAF

9:30-10:30 P.M.

Saturdays

IVORY SOAP

Direction
HERMAN BERNIE
and
Don Berlin Productions

ROY FOX

AND HIS

BAND

ON TOUR

B.B.C. NETWORK

**LEITH STEVENS
HARMONIES**

Leith Stevens Conducting a Program
of Vocal Color
Thursday 1:30 P.M., WABC
COAST TO COAST NETWORK

Exclusive Management
COLUMBIA BROADCASTING SYSTEM

**GIERSDORF
SISTERS**

"CHESTERFIELD"
Monday, Wednesday, Saturday,
WABC 9-10 P.M.
Columbia Broadcasting System

VIVIAN JANIS

"CHESTERFIELD POLICE"

CHICAGO

Radio Direction
HERMAN BERNIE

1010 Broadway
New York City

Praise Is Sweet! but It's the Gross that Counts

CAPACITY CROWDS GREET EACH PERSONAL APPEARANCE

The Headliner

The Picture

CHICAGO "DAILY NEWS"
(OCT. 3, 1934)

"Street Singer" Returns

It's been many a moon since I have heard Arthur Tracy sing, but in the last two days I have heard him sing four times. First was Monday night on the WGN Midnight Fliers from Blackhawk cafe, second was in Oriental theatre yesterday. Third was another show at the Oriental. Fourth was on Chicago theatre broadcast over WGN last night. And I noticed two things.

First, the Street Singer's voice has improved tremendously in the last couple of years. It is fuller, richer, mellower now. Second is that Chicago likes Tracy and remembers him enthusiastically. Just as soon as they began playing his theme song, the ripple of applause grew to a storm. And when he was finished the audience didn't want to let him get away. And if you heard the WGN broadcast from the Chicago theatre you heard the Niagara that was his applause on that occasion. Right now Arthur Tracy sings better and is a bigger draw in Chicago than ever before.

CHARLES J. GILCHRIST,
Radio Editor.

MONTREAL "GAZETTE"
(OCT. 16, 1934)

'STREET SINGER' IN PERSON AT LOEW'S

Arthur Tracy Gets Tumultuous Reception in Stage Appearance

The allure of a popular movie star often dims when this film luminary is seen in person at close range at a theatre. The mystery and imaginary halo of a radio performer often vanish when he or she emerges from the invisible sanctum, the studio, and tries to work in sight of an audience. Arthur Tracy, known to millions of radio fans as "The Street Singer," and now headlining the stage show at Loew's is decidedly an exception. In fact, the magnetism of his singing voice, the personality his radio performances sent to his hearers are even more effective when he appears in person. It is doubtful if in a long time any individual seen here is a vaudeville act has been accorded such a reception as Tracy received

at every performance over the week-end. Vaudeville audiences have become blasé, to stir them to real enthusiasm demands something unusual. Tracy gives it to them in good measure. His presentation is more like a miniature concert recital than a vaudeville turn, even though his repertoire includes some popular numbers of the higher type. In staging his act there is the illusion of the radio studio, the microphone, etc., also the theatre has provided the public address system of loud speakers. Tracy is not a mere singer. He has a gorgeous voice, rich, resonant, of unusual range. But it is the easy way he sings that makes his work so enjoyable. There is magnetism in his singing, but he is also an actor who makes an audience know he feels what he sings and makes them feel and get the spirit of the music and the words. His programme is well selected, and he is generous. He gave seven numbers, and still the audience wanted more.

OTTAWA "JOURNAL"
(OCT. 20, 1934)

"Street Singer" Headlines Capital

Arthur Tracy, the "Street Singer" of radio fame, headlines the week-end stage show at the RKO Capitol theatre, and the popularity of this other celebrity was indicated in the enthusiastic reception accorded him at the opening performance yesterday.

Appearing before a set representative of a broadcasting studio, Mr. Tracy sings many of the songs he has made familiar to millions of radio fans. His repertoire also includes several numbers of the higher type, during which his rich, resonant voice of wide range is heard to best advantage.

A magnetic personality, pleasing stage presence and the capacity to please his audience are other characteristics of the radio singer, who responded to the enthusiastic demands of his listeners with generous scores.

THESE REPRINTS ARE FOR THE LAST THREE CONSECUTIVE WEEKS' ENGAGEMENTS CONCLUDING OCT. 24

ARTHUR TRACY

"THE STREET SINGER"

RADIO AND RECORDS
ROCKE PRODUCTIONS, Inc.
RKO Building, Rockefeller Center, New York

STAGE AND SCREEN
WM. MORRIS OFFICE
Mayfair Theatre Building, New York

PONTIAC PARADE

Jane Froman, Modern Choir
WABC, New York
30 Mins.
Sustaining
COMMERCIAL
With Roy McCall and Betty Winiker and their well-intentioned but pointless comedy now eliminated, Pontiac's late Sunday evening affair is one of the finer popular musical shows. The point of the event is Jane Froman's singing personality. She is revealing a voice enriched by experience and an interpretation that has reached the listener to the lyric with warmth and feeling. In no small measure responsible for the crack showing she makes on this program is the organization that Pontiac has given her as a perfect background.

Those responsible for the program's production, however, could improve things for the choir by a more careful selection of tunes. Some of the arrangements are so badly off pitch that the choir sounds like a village choir club. When it comes to handling improvisations of the tango and rumba genre there are few ensembles on the air that can approach the performance unimpaired by this choir. A good example in this regard is the Modern Choir's interpretation of "Swallowing Keys."

Band's solos are effectively dovetailed with the program as a whole and when it comes through with a modern orchestration of one of the old ones such as "Whispering Will's" hope of tuncfulness in the ear and a quickening bunch of rhythm for the feet.

Retained from the show that started off the season for Pontiac is the introductory telephone race. Horlick's used it and more cleverly. Pontiac might think up some other and more original device. Ben Franklin doesn't get the credit reading for the stanzas and the humor of the m'ing. In other instances, the omission of words is measure, and that too is all to the credit of Pontiac's latest program.

Continuity could eliminate the remark about it's being too bad television isn't here so that the beauty of Miss Froman could be appreciated. It's been done so practically every one of her programs. At this time it may have served her well as part of the buildup, but now it's rubbish.

GUS DRAMATIC QUILL
All The Brothers Were Valiant
WABC, New York
30 Mins.
Sustaining
COMMERCIAL
Late Sunday evening half hour of dramatic interpretation that the actor works on top laurels in that field. Ben Ames Williams much-used story, "All The Brothers Were Valiant" was rendered into ethereal verse with considerable aid from Charles Caswell's script kept the auditory limitations always in mind and the direction had nice tempo. Individual parts were well blended into a total dramatic personage of merit.

Perhaps a line or two here and there failed to carry 100% authenticity, yet the industry would be gratified. A revelation of the importance of characterization in capturing the listener's interest in the last minute or two was the shipowner's part. Acting not too far from the subsequent action and dropping out of the story altogether after the one sequence, the actor playing the role brought a vividness to the story that was missed immediately. That's the job of radio scripts. To get the imagination engaged.

SACK HOME
With Sidney Ten Eyck, Radio Ten Boys, Kentucky Hamblers, Little Colonel Quartet
WKCV, Cincinnati
30 Mins.
Sustaining
COMMERCIAL
A well-timed home-talent gladiol for past and present radio natives and a novel treat for city folks. Banquet idea is that small-town entertainment, in school auditorium, in being piped by an admiring returned son.

Singing and ork his handled in true high-class fashion with descriptive stuff and a good deal of handily neatly by Sidney Ten Eyck. Interesting characters, typical of most every cross-roads community, described in homey fashion by Ten Eyck.

LITTLE JACK LITTLE

Sammy
Talk
18 Mins.
COMMERCIAL
WABC, New York
It's a hand behind him that Little Jack Little is doing a weekly stint for Pines cough medicine. Excepting for the difference of the name, Little's is a good takeoff of the similar Ed McConnell routine. Little, accompanying himself at the piano, gives "in a little of the tonic genre and between times dishes a folksy-like bit of apologetic about the product. With McConnell it's a smooth, ingratiating stuff, but with Little it's more like so much flat reading of a sheet of copy.

Little may talk a good lyric but not a good comedian. Chances are the program would be better off if the plugging were left to an expert announcer-salesman. He has neither the experience or elasticity needed. Strictly a song plunger.

STORY BEHIND THE CLAIM
Sketch
16 Mins.
COMMERCIAL
WJZ, New York
United States Life Insurance by retelling the Civil War for more years than it actually took to be fought, but President Mutual gets the credit for the story and makes of its weekly 15-minute segment an NBC a straight recital of what happened to people who secured the endowment or annuity idea. Each episode is a dramatic presentation, in practically a carbon copy of the other as to general outline and theme. It's a humanized version of the grass-opper and the ant, the fellow on one hand who took account of the future and provided himself with a juicy insurance policy, and the other who assumed a particular attitude toward life and paid for it in later years with remorse and deprivation.

Regardless of the fact that the things have little of dramatic value they make some sales talk. Effect of those sketches on those listening in by chance can be twofold. One, self thought about doing something for the protection of the wife and the kiddies, and two, call the attention of those who have been thinking about this problem to a particular brand of policy. For either one the President Mutual Insurance Co. of Philadelphia has primed follow-up. It's a booklet telling the whereabouts of its annuity policy. It can be the listener's for the writing.

Each program closes with the same refrain: "Isn't it better to look forward under the protection of Mutual Insurance than to look backward without anything?" Wins makes this pronouncement especially irrefragable in the choice bit of which the announcer wraps around it.

FRIENDLY BUILDUP
With Orchestra, Bel-canto Quartet
WFAA, Dallas
30 Mins.
COMMERCIAL
The Lancers' Association grabbed this half hour Tuesday spot on the Texas quality stations for a timely tie-in of industry and national housing act. It's smooth and easy listening, and the music is Spotted at 6:15-6:45 to catch the head of the family at home and tell with a minimum of bawling that home needs repairs and all one has to do is call the Mutual Home Plan for the Supt.

Spot ads in papers and special insignia for member companies make a little for the period. From the talent angle it's as good as anything in the southwest. The m.c. who is billed as the friendly philosopher speaks in a natural conversational style which is soft and pleasing. It's effectiveness lies in the fact he doesn't spread it on—just brief, homey chatter as from a neighbor. There's a brief spiel, midway, explaining housing act. The bel-canto outfit is now and pleasing for this area. The vocalists and band perform with a nice change of pace through repertoire that's sure to please everybody some.

WOAI, San Antonio, and KPBC, Houston, set in on this one to give it nice coverage.

SUNDAY NEWSCASTER

Jim Healey
Talk
15 Mins.
COMMERCIAL
WGTV, Schenectady
Sun On Co. has switched from waned local radio to the radio's orchestra is in-the-bushes by Jim Healey, Albany newspaperman with a large WGY following, on this three-weekly, early evening swing. Program is modeled to the new form set, early in fall, by Healey for the daily sustainer he long had done for his rag; but it has a bit less of the song-tunes and more curlicue is a narration of the story behind the writing of famous songs.

Healey's newscasting here is a combination of interpretation, editorializing and philosophizing. His analyses are not always deep nor his viewpoints original, but they take on an improvisiveness and a listenable appeal by reason of the speaker's fine microphone personality. Noticeable that Healey has the Irishman slant on some topics—the Hearst editorial is one of the feature writers on the daily for which Healey works and from which he takes news material.

Healey's program is well done; he is right at home in narrating yarns with a sentimental background. However, some of the edge is taken off in the story by dovetailing the story into a plug for Sunoco motor fuel. Healey slips in two other spiels—much too much advertising, as is usual on local. A pleasing program, too, more, perhaps, to the broadcaster's friendly personality and smooth music technique than to the material. Incidentally, it is in question whether the man which Healey enjoys in broadcasting is not leading him to coast mentally.

Outstanding Stunts
TRAFFIC TICKET EXPOSE
WMBD, PEORIA, ILL.
Patty Craft Revealed
Peoria, Ill.
Gomer Bath, commentator of WMBD, Peoria, started something recently when he broadcast the names of traffic violators who had their tickets "flashed" through political influence. The press also took it up and, the result was a shake-up of the city traffic department, the sending of two men to a traffic school and consequent recommendations for sweeping changes in the traffic police squad regulations.

Dances for Radio Fans
Canadian Fur Trappers sponsoring a daily series for W. will throw a dance for listeners early in December. Alan Courtney and Ray Saunders do a half-hour session each night, and the program is Company has various stores scattered through town and area and those wanting to attend social event must go into these places and obtain their tickets, which will be issued gratis.

Type of program consists of two comedians ad libbing for the most part and a musical interlude. A political set-up for their gags. Julio LeBoe's orch fills in periodically. To get direct returns a voting contest is included in script and those sending in mementos such as worded cards, holiday greetings, etc., pile up the heaviest totals. Team is billed as the "Gloom Chasers."

National Fur Week
Duluth, Minn.
WKBB has stepped actively back of the promotion of national weeks in manufactured lines and has sought tieups wherever possible through local retail outlets. An illustration pertinent is that of National Fur Week, to be observed from Nov. 12 to 17. Two of the leading furriers have been booked for station time to promote sale of furs and garments through facilities of a much colder winter has been forecast and playing up on that theme, the radio programs for the promotion have been timed accordingly and to encourage buying, especially quality garments. Short talks on furs, history and glamour, will be on prior and during the sales week.

Musical Score Board
WROL, Knoxville, Tenn.
WROL cashes in on Knoxville's football enthusiasm with Musical Score Board, sponsored by Sterchi & Bros., furniture, etc.

HOME SWEET HOME

With Cecil B. DeMille, Harriet McBride, Billy Bishop
15 Mins.
COMMERCIAL
WJZ, New York
The present run of "Home Sweet Home" on WJZ exclusively is in the nature of a test campaign, Procter & Gamble's double, if any, ought to have been relieved by this time. Compared in other acts of similar genre that have done time on NBC, "Home Sweet Home" stands up as worthy of an expanded release. Its set of characters, though built to formula, are easily recognizable and ingratable, while the situations are well salted with the sort of homey, sentimental touches that sell nicely with the housewife. P & G is backing this series, starting Nov. 5, on behalf of Clipse, with the schedule calling for every afternoon in the week but Saturday and Sunday. A part of this weekly serial will continue to do duty for Crisco.

Script deals with the daily doings of the Kent family, who have just moved out from the city to a new developed suburban division. In addition to Mother Kent, Daddy Kent and Dickie Boy, there's an Aunt Sarah and an Uncle Will. Aunt Sarah is of the falsetto-squeal, chatterbox type, while Uncle Will is one of those lumbering, punch-drunk types who is constantly losing his way around. A good piece of casting all around.

With the Crisco plug stress is laid on the beauty advantages of using the product. It's made of pure vegetable matter, is easily digested, etc. and gives assurance of leaving the consumer with a nice clear skin.

Portugal's Sound Effects
Lisbon, Portugal.
When Emissoes Nacional de Lisbon wanted a natural background for a storm at sea to accompany the first performance of a one-act play by Silva Tasso, it installed a mike at the Becca do Inferno (Mouth of Hell), on the nearby coast, where due to cliff formation the heavy surf running in from the Atlantic makes a most roaring noise. And the use of the headland came through successfully and provided a vivid stormy atmosphere.

Not Good Showmanship
Baltimore.
There is criticism against WBYR by the radio-listening public of late, prompted by that station's recently adopted practice of cutting in on chain broadcasts to interlard local spot commercial announcements.

Chief criticism is lodged against the station's manner of doing it. When a program is interrupted, a local announcer apouts something about "an important message to radio listeners," and then goes into the commercial message. Either listeners are in that way misled at the outset that it is a news-flash they are about to hear.

Cuban Ingenuity
Havana, Cuba.
Taking a leaf from the book they do things in the States, CMW covered the World Series for its listeners by picking up WGY's (Schenectady) shortwave and rebroadcasting the game. The station's announcer, in a complaint of sound effects, Rene Canizares, local newspaperman, did the restaging for CMW listeners, with himself making the mike for the spiel and two aids kept busy at the turntable.

By enphorize Canizares picked up the description of the game coming from the diamond's sideline and as the States' announcer called a hit the Cuban rebasher tapped with a mallet a chunk of marble at his side, the sound being like a baseball. To imitate the muffled sound of the ball as it hit the catcher's mitt he hit a glove which he kept at his side. The rebroadcasters of the play Canizares wove in a flock of local announcements, setting for the station from these sources about \$1.00 for the six days. The local W. agency was not among the accounts.

Canizares' account of what was taking place in either Detroit or St. Louis was not broadcast over the local shortwave, COC.

McLAGLEN AND LOWE

With "Pinky" and "Mama" COMMERCIAL
WJZ, New York
Victor McLaglen and Edmund Lowe did what would be expected. A "set-up-set-me" exchange of remarks, with two test cases, one of whom subsequently becomes a traffic cop and persecutes the other. It was neither funny as gagged by Billy R. Wells nor good plot construction for radio. It brought gutter mentality and unjustified vulgarity to the Hinds-Loyol Hall of Fame Sunday night.

Just last week the makers of a product for women followed in presenting two rough-necks loafing over a waitress is hard to understand. Being commercial on the same program ought to build up a romantic background through such lines as "smooth, thrilling love-ness" and the pounding of Jim's Hinds-protected hand touches his. To tie up to this mental picture the entertainment presents two illiterate brawlers and a female basher with a vocabulary and a discrimination ranking about par with the muzzes.

This might have been squared by a couple of practical jokes well across the border on the side of meanness and the constant shrill monosyllabic "aunts hurried home" and "The was note and rowdiness but not funny."

As human beings the characters presented by McLaglen and Lowe are unattractive and the script nothing but a couple of practical jokes well across the border on the side of meanness and the constant shrill monosyllabic "aunts hurried home" and "The was note and rowdiness but not funny."

NOEL COWARD
Songs, Music
30 Mins.
Sustaining
WJZ, New York
From the standpoint that a new Noel Coward place has just opened and that another one is on the way which will bring the Lantz back to Broadway, Coward heard the radio side, observing straight broadcast. Coward's singing voice offers little in the way of harmony, still being rather harsh. Featured singer in hand came through with much better results.

Half's music was apocryphally good, playing both American and a few English songs. "Little Red Blue," very talkie in the way and lyrics, and the latter one, an announcer easily heard, the British accent being within bounds for a change. The Coward songs will probably make the grade with the legion of Coward fans.

UNCLE EZRA'S STATION
15 Mins.
COMMERCIAL
WEAF, New York
Alka-Seltzer, pill-pills (Dr. Ming Lee, M.D.) is the sponsor of a once-weekly (Friday) quarter hour that rates ahead of the dial parade in the quality of the comedy writing and acting and in the hand played. It will best attention.

Uncle Ezra is a rustic holdover upper who operates a five-watt peep-squeak radio station in the tiny village of Rosedale. Author contrives to create the necessary illusion and the actor playing Uncle Ezra is marked by that make-believe sincerity and earnestness so common to the radio actor.

Alka-Seltzer would presumably have a splendid program but for major competition if the program was a nightly affair. Gag radio also has a long way to go in addition to listening habits being created to the benefit of Alka-Seltzer. Once a week angle is a detriment to formation of the Ezra habit.

EDNA BUMP ENSEMBLE
Music
30 Mins.
Sustaining
WOAI, San Antonio
This station is building for very small amount of program material and talent which justifies this recently added combo. It utilizes strings, woodwind, brass and percussion to attain maximum effect in a wide range of numbers. Has some one usual appeal in that a femme director, Edna June Bump, guides it. It's prime for commercial shooting. The station in locality where talent comes hard and certainly a necessity for a 50,000 wattage which has to be concerned with most other town coverage.

Disc Reviews

By Abel Green

Frances Maddux

Liberty Music Shop, which recently recorded and marketed the earlier nitty tunes, around town, has issued a special \$3.50 album of Frances Maddux at her best. This swank nitty club tune is the forty-fourth in the series, although a bit less bold in her insouciant lyrics, which certainly have not proved acceptable to mixed midnight audiences at still tariffs.

This six-pack (three disks) edition of Miss Maddux couples a petite enough pair of legs in a red-inked "It's All Forgotten Now" and "Bloom!" "It Happens to the Best of Friends." Second couplet is much sadder, "Sin Tax" (The Movie Star Song) and "To Him" as are "I'm a Divorcee" and "On the Brink of Disaster," in a couple of which the chanteuse has a hand on the collaboration. She accompanies herself on the baby grand, with hand backer-upping, Ian Stewart, Carroll Gibbons (when he was here on a visit from London), Horacio Rosales from then Dorf, and a few other of the better musicians assisted the songstress in this album of recordings which she has on a rosy, agreeable note.

Judging by the manner in which the fashionable east side patronage of Liberty goes for the Kitchell, Maddux and kindred type of club lyrics, there must be an unappealed market which, like the buyers of Anecdota Americana, will pay fancy for tales on releases under parastuff than the other brand. Not that there's anything especially objectionable—certainly not under contemporaneous standards of nitty modes, manners and Madduxes.

Pickens Sisters

Victor 21751 detests the three Pickens Sisters (from Georgia) with their own dance orchestra. They also handle the vocalizing, of course, in "Be Still My Heart" and "Harmonies Abound," later than the WD film of that name. "Heart" by Allan Ryan-Jack Egan, is one of the current outstandings in ballad construction and kindred type of lyrics. Pickens gets lots out of it.

Ray Noble

Victor has evidenced its enterprising in a couple of instances of late by rushing out releases under new labels to coincide with the new films and plays. It beat its competitors with the "Merry Widow" songs by backing up the film. Whiteman version of "Villal" and Marek Weber's (Berlin) version of the Lehar title song, and merely substituting the Metro source for timeliness. Now, with "Conversation Piece" having premiered on this side, under the Frankway again, Ray Noble's "Goodbye to Europe" "mothers" have been rushed to this side and pressed so that the Noel Coward fans may have it hot off the serials.

"I'll Follow My Sweet Heart" is the walk hit of this play with music, now current at the 44th St. New York, and the reverse is "Evermore," the medleyed with "Dancer, Dancer." Both are waltzes and done in Noble's usually distinguished manner, a recording which may be the biggest tip on a lily note in years and finally catapulted him to Hollywood a fortnight ago at a reported \$1,000 a week financial non-writing contract. Victor No. 24748.

Richard Himber

Himber has finally succeeded in getting Victor to check the studio baker Champion Orchestra on the label—formerly it was the Hotel Ritz-Carlton (N. Y.) from whence this smart young maestro doubts the for autostatic account. In No. 24750, Himber has an unusual couplet, both revivals and sure for big sales: the now classic Irving Caesar-Vincent Youmans tune, "For Two," from "No, No, Nanette," coupled with "Al Johnson-Vincent Himes' Avalon," one of the biggest Johnson songs hit.

Under 1934 denatation standards the two tunes have lost none of their basic charm and have been enhanced if anything. Joy Jones, as usual, warbles the vocals with the Himber combo.

Jack Teagarden

Branswick has suddenly discovered this jazzist as good vocal material and solos him in "Stars Fell on Alabama" and "Your Gues is As Good As Mine." Teagarden is one of our foremost jazz musicians and has dance-mastered on his own, merely vocalizing and vocatizing. But he shows up as surprisingly good vocal timber with this couplet, No. 2992.

Rudy Valles

Phonograph record business needs sales exploitation such as is attempted in this Victor No. 24759 release. Not that it's any but it's some excuse anyway for a ill novelty and, as such, merits support.

It's a re-release of "The Drunkard Song" (There's a Tavern in the Town), an oldtimer, wherein Valles comically slipped into uncontrollable

able mirth and it became a laughing recording. The disk label for general increasing is an unconventional white tag with a notation from E. Wallerstein, Victor's recording manager, asking, "Dear Rudy: What do you say we let the public have this one? The 'slip-up' makes the record much funnier." A replica of Valles's signature, with an O.K. appended, all in red-ink. Against the white label, the red alone should attract customer attention. Reverse is Walter O'Keefe's "The Tattooed Lady," another of those "Tying" Frances' allies, also by Valles and a fitting companion piece. Both in fortro tempo.

Calloway-Bliss Rhythm

Cab Calloway does okay on Brunswick 2992 with "Weakness" and "Chinese Rhythm," the latter his own new 'un which, as the title indicates, is orientalized Harlequinism. Calloway's work is very unusual. A hotcha disk for them as like this style of recording.

On Columbia 2963 Miles' Blue Rhythm, a two wild can-can symphony which makes it dubious for sales. "Out of a Dream" is smoother but "Let's Have a Jubilee" is a jazz standard. Chuck Richards vocalizes the first.

Grace Moore

"One Night of Love," her starring film's title song, and the Italian folk song "Chiribiribi" are Miss Moore's Brunswick (No. 2994) disk debut recordings which, on her cinematic rep alone, should be a success. She's assisted by a male chorus from the Metropolitan opera house no less, and an orchestra tutored by Wilfred Feller. Sometimes her range is too shrill and it "blasts" the recording, but in toto it's satisfactory. The male accomp also pitches it too shrilly.

Anson Weeks

This California dance maestro, during his recent month's engagement at the Waldorf-Astoria, N. Y. (he's now at the Statler hotel, Houston), was intensively "canned" on the Brunswick label.

"When My Ship Comes In" and "Okay Tools" are two Kahn-Din-idea tunes out of the Eddie "Cantor film, 'Kid Millions," which Weeks fashioned expertly, losing none of the "Ship" song's lyric charm. That's a clock for a big click on its own. Frankie Espinoza and Don Gage are the vocalists. No. 2995.

More out of the same film on No. 2995 are "Your Head on My Shoulder" and "An Earful of Music," which Kay R. Germaine handles vocally. That's a clock for a big click on its own. Frankie Espinoza and Don Gage are the vocalists. No. 2995.

Johny Green with his orchestra has his denatation opportunities on Columbia 24750 with "World Is Mine" and "Were You Poilin'?" the former his own tune, with the composer presiding at the ivory for the Ritzway fol-de-rol. Alvin Carlis and George Bevier officiate vocally and the general fortrotology is inspiring to the hoot.

Ethel Merman-Johnny Green

In the best of Merman manner, this songstress gives out "Earful of Music" from "Kid Millions" and "You're a Builder Upper" from "Life on a Pile of Transatlantic" written by Johnny Green and his orchestra. Arrangements are ultra and Miss Merman's modern manner is at its best in the vocal salesmanship. Brunswick No. 2995.

Johny Green with his orchestra has his denatation opportunities on Columbia 24750 with "World Is Mine" and "Were You Poilin'?" the former his own tune, with the composer presiding at the ivory for the Ritzway fol-de-rol. Alvin Carlis and George Bevier officiate vocally and the general fortrotology is inspiring to the hoot.

Emil Coleman

Not for naught is Coleman a society dance fave. He purveys smooth, unextraneous but roof-compelling denatation and gives good evidence thereof on Columbia 2990-61. First couplet is the brick "If I Had a Million Dollars" and "Sweet of You" from "Transatlantic" and "Go-Home," while "Earful of Music" and "When My Ship Comes In" are his fortrot ballad chores on the other side. In all, Emil Coleman is a vocalist. And in all Coleman is plenty nifty in his terp style.

Ozie Nelson

This Hotel New Yorker maestro, doing bullshits at the Ralph Hitz hostelry, records a good example of pop denatation on Brunswick Nos. 2991-2992. "Million Dollars" from "Transatlantic" and "24 Hours in Georgia," with the maestro doing fortrotology, is in the popular minor. Ditto, the other couplet. It's Dark on Observatory Hill and "You're Not the Only One" in the Show, with Nelson and Harriet Hillard duetting the vocal.

Sam Sarver, Remick sales manager, will the early part of next month start on a cross-country tour with the syndicates and jobbers as his main objective.

Most Played on Air

To justify the rest of the country with the tunes most on the air around New York, the following is the compilation of the songs most played on the major networks last week, in relative standing, according to the number of combined plays on WJAP, WJZ and WABC.

The Continental.....	27
Be Still, My Heart.....	26
Out in Gold Again.....	25
Lost in Fog.....	24
Stars Fell on Alabama.....	23
Were You Poilin'.....	21
Sweetie Pie.....	19
Don't Cigarettes in Dark.....	19
Don't Let It Suffer You.....	18
Must We Say Good Night.....	17
If I Had a Million.....	16
Isn't It a Shame?.....	15
I Saw Stars.....	15
Stay Sweet as You Are.....	15
Give Heart to Sing To.....	14
If You Love Me.....	14
Love in Bloom.....	14
Difference Day.....	14
You're a Builder-Upper.....	14
Needle in Haystack.....	13
One Note of Love.....	13
Okay, Toots.....	12
Water Under Bridge.....	12
Happiness Ahead.....	12

LINCOLN'S FIRST NITERY MOPPIN'

Lincoln, Oct. 29.

Ted Cooper's Marigold Club is going over with a bang here, the first click of its kind ever in town. Formerly a dance hall which did pretty good business four nights a week, it's now turned into a nitty with turnaways almost every night. A floor show with from 14 to 18 people and an ark is the entertainment.

Although Franny Young heads the standby band, one name outfit is booked in every week for one night. Herbie Kay, Jack Crawford, Frankie Waters and Ted Lewis, Jimmie Jey, etc., are in the lineup. Laying dough on the prospect of repeal in Nebraska at the Nov. 4 election, a cocktail bar is lined up all ready to shoot with announcement that it's legal. Jim Bolsher and Jake Bobcock are Cooper's backers.

Gov't Suit Answers

Answers to the Government's suit for dissolution against the American Society of Composers, Authors & Publishers and the Music Publishers Protective Association will be filed Thursday (1) in New York Federal court.

Replying papers will make a complete and categorical denial of the Government's allegation that the two organizations operate as a monopoly and are interlocked in dominating the performing rights and sheets music phases of the business.

Geo. Becho's Rest

Iowa Falls, Ia., Oct. 29.

Ranked as Iowa's oldest band leader from the standpoint of continuous association with one organization, George W. Becho, after 46 years as leader of the municipal band, has reached his baton and will enjoy what he terms a "well earned rest."

About the only break in his record of service with the Iowa organization was in 1933 when he played with a state band in Chicago. He directed his first band here in 1899, a 15-piece group.

No Met Pit Cuts

New York musicians' union has turned down the Metropolitan Opera's request for permission to clip editors' articles.

Edward Kogler, business manager for the Met, asked the local governing board to authorize a reduction for the coming opera season, basing his argument for the cut on special allowances made by the union for the Compollitan Opera at the Hippodrome.

At B. White m.c.'ing at the Pavilion Royal, Valley Stream, L. I.

JACK AND MRS. MILLS HURT IN AUTO CRASH

Jack Mills, head of Mills Music, Inc., is recuperating from a badly lacerated face and severe body bruises suffered in an auto crash near Lakewood, N. J., Oct. 21. Mrs. Mills, who was in the car with her husband, is under observation for possible internal injuries.

Mishap occurred when Mills, blinded momentarily by a rider, became confused by the sound of an approaching car and, in swerving to avoid it, crashed into a telegraph pole. Mills was catapulted into the road while his wife was jammed against the steering wheel.

Mills' car was badly wrecked.

L. A. SYMPHONY SIGNS 24-WEEK UNION PACT

Los Angeles, Oct. 29.

Contract between the Southern California Symphony Society and Musicians Mutual Protective Association, Local 47, providing for the services of the Los Angeles Symphony Orchestra for a period of 24 weeks, beginning Nov. 11, was today (Monday) ready for signatures after agreement had been reached over the week-end.

Pact includes a clause whereby the Symphony Association may, before Jan. 1, 1935, elect to cancel the orchestra for the final 13 weeks, provided the entire orchestra, not individuals, be relinquished after notification.

Cancellation clause was conceded because pledges and cash for three weeks at \$1,300 per week. Following Don Redman, who doubled at RKO Palace with George Dewey Washington and Caton Club Proles.

Floor show lined up with Smith includes Naomi, dusky fan-dancer and first of her kind here; Henry Hershberg, Leslee Williams, Dewey Brown, Betty Hardie and Pedro Lane.

Bernstein also dickered with Cab Calloway and Ed Robinson, who is tentatively set for Caton Christmas week.

MPPA's Disc Collection On Upbeat; Oct. \$6,300

Collection of royalties on electrical transcriptions continues to be on the upbeat for the Music Publishers' Protective Association. Something over \$4,300 from this source will be distributed among publishers for the month of October. MPPA last month took in around \$4,200 for music used in radio recordings. Royalty tally for October, 1933, came to \$5,900.

Transcription business has brought the MPPA a total of \$103,000 during the past 16 months. Accumulative total for the 12 months prior to the latter stretch was \$26,000.

Jack King Tune Waxed On Trial by 20th Cent.

Hollywood, Oct. 29.

Film rights to the Jack King tune, "Everything's Been Done Before," are being sought by Harry Zannek for use in the next Chaplin starlet, "Folies Bergere." Number has been waxed and sent on to the French actor.

If ditto is okayed, Zannek will make a deal with Jack Robbins, who owns the American rights.

LEDERER DROPS BATON

Baltimore, Oct. 29.

Jack Lederer, for years one of the best known ork leaders hereabouts, has retired from active baton-waving. Still retains reins over three string ensembles he has spotted in as many pop eateries, but his own band, 12-piece outfit, has been released to Earl Kahn, whose crew is ennobled in the Gil-Nor nitery.

Kahn has affixed his own tag to the Lederer aggregation and is sending it out on a string of one-night dance dates throughout state.

DEMAND UPS CHI NITERY TALENT

Chicago, Oct. 29.

Small cafes and taverns in the neighborhood sections having been on a continuous increase during the past year, the number of professional performers has not been sufficient to meet the demand.

Up to a few weeks ago bushers were getting an average of \$15 for a single for all week. Now many of them go on below \$20, and the standard ones hold out for \$25 for their talent and get it. Small cafe owners, needing the acts to supply the popular demand for a floor show, have no alternative but to pay.

One consequence is that more talent is being broken in than at any time in the last few years. Demand is for blues singers first, then contortion dancers and tap dancers. It doesn't seem to matter whether the talent is smooth or not. As long as they can put on a fair show and keep the customers noisy they get over well.

Calloway, Robinson Maybe for Cleve. Cotton

Cleveland, Oct. 29.

Lloyd Smith's ark has moved into Bernice Bernstein's Caton Club for three weeks at \$1,300 per week. Following Don Redman, who doubled at RKO Palace with George Dewey Washington and Caton Club Proles.

Floor show lined up with Smith includes Naomi, dusky fan-dancer and first of her kind here; Henry Hershberg, Leslee Williams, Dewey Brown, Betty Hardie and Pedro Lane.

Bernstein also dickered with Cab Calloway and Ed Robinson, who is tentatively set for Caton Christmas week.

Whiteman Leaving Hotel

Paul Whiteman is not renewing his contract with the Biltmore hotel, New York. Present agreement expires Dec. 31.

Whiteman may pull out of the spot a couple weeks prior to that date if he decides to take his organization on a tour of one-nighters or theatre dates.

Rainger-Robin Doubling

Hollywood, Oct. 29.

Ralph Rainger and Lew Rolin have been doubled at Fox, who are engaged to do a double medley for "Carmen Espagnole" (Marlene Dietrich) and "Rumba" (Rita-Lombard). Pair have just been ordered to a new towner.

FOGARTY'S DECCA YEAR

John Fogarty has been signed to a year's contract by Decca Records as part of the company's campaign to build up its standard library. Tenor's services will be confined to the old favorites.

Fogarty is slated to do his first batch of recordings under the contract this week.

Golden Rhythm from the "GOLDEN GATE"

DICK JURGENS and His Orchestra

entrance patrons of it

AGN. "Frank Hotel" as

as "Bones on the Column"

chain. Its features:

"WILD BOBBY"

"I SAW STARS"

From the "GOLDEN GATE"

"WAS IT A LOVE"

"YOU BEAR ON MY"

"AN EMBLEM OF MUSIC"

"OKAY TOOTS"

ROBBINS MUSIC CORPORATION

111 SEVENTH AVENUE

NEW YORK

BEST YOUR FAVORITE STAR OF STAGE AND SCREEN AT MIKE FRITZEL'S

CHEZ PAREE

America's Finest Restaurant and Supper Club

411 Rythuolm CHICAGO

Johann Strauss The 3d and Oscar Straus for U.S.A.

Two Strauss, both with reputations as Viennese "waltz kings," are due in America before Jan. 1. One is Oscar Strauss, contemporary composer of "The Waltz Dream," "Chocolate Soldier," "The Last Waltz," "Smiling Lieutenant" and "One Hour With You" (latter duo, both Chevalier, Paramount films), among other works.

The other is Johann Strauss, nephew of Johann Strauss II and grandson of Johann Strauss I. Fortified by the family reputation, the living 3. S. is coming to America, himself possessed of a more limited Continental reputation as a philharmonic maestro and recording artist.

The present Johann Strauss is a son of the brother, Eduard, of Johann Strauss II, whose compositions included "Blue Danube Waltz," "Tales From the Vienna Woods," "Die Fledermaus," et al. It is history that, because of the creative rivalry, the two Strauss (father and son) became estranged and only a death-bed reconciliation softened the father towards his more talented and famous son.

The present Johann Strauss is seemingly being imported by Cliff Fischer and Jules Stein, pres of Music Corp. of America, to cash in on the current waltz revival in America. The present Johann Strauss is now about 37. He is bringing over an orchestra of 50. Oscar Strauss, who is also remotely related to that branch of the Strauss family (two s's), is a Viennese who has been in America before, for two years under contract to Paramount in Hollywood. With the latter regime Oscar left Berlin to reside in Vienna, although at this writing he is in Paris, where his "Last Waltz" (concerto) is being produced in English and French talker versions. His newest opera, "My Little Love," will premiere in Vienna this season.

Oscar Strauss will organize an orchestra in America for concert but primarily with a view towards commercial radio. A motor account is said to be interested in him. Johann Strauss (III) is slated for a Chicago cabaret engagement at the French Casino.

ARGENTINE PROMISES PUBLISHERS PROTECTION

Assurance has been given American music publishers by the Argentine government that it will permit any registering of numbers copyrighted in this country unless properly authorized. This protection, John C. Paine, chairman of the Music Publishers Protective Association, was informed last week, is being accorded as part of the new Argentine copyright law which went into effect recently.

After the American copyright law had passed the copyright legislation the MPPA took under consideration a proposal to send a rep to that country to make a study of the local sheet music situation with the idea of establishing central clearing house for American publishers.

Survey suggestion was dropped because predominant opinion on the MPPA board doubted whether there was enough prospective sheet business in Argentina to make the investment advisable.

Oswald Freuden, president of the Argentine performing rights society, is in New York seeking to work a reciprocal arrangement with the American Society of Composers, Authors and Publishers. Dr. Eduardo Rios, counsel for the former association, accompanied Freuden on the trip from South America.

New Argentine copyright law, which went into effect recently, paved the way for the first time for agreements between Argentine authors and publishers and foreign performing rights organizations.

"Dumb, Dumb, Dumb," musical number used in Walter Lantz's Universal cartoon, "Wally Little Elvies," will be published by Harms. Music is by James Dietrich; lyrics by Lantz and Victor McLeod.

Ambitious

Lincoln, Oct. 29. One of the entertainers at a nite spot here has an unusual combo. At night he wheels himself around the dance floor on a trick plane singing and playing for the show bands during the dance intermissions. Between his times on, he studies his lessons for a correspondence school course in the fundamentals of undrinking.

Radio Puts Phonograph And Disc Biz in S. A. On Fritz, Says Todd

Radio has finally caught up with the phonograph business in South America and dealt it a serious blow, according to R. B. Todd, South American manager of RCA Victor, here on a three weeks' visit.

Todd declared that dealers on the southern continent find themselves without customers for phonograph turntables that aren't part of a combination radio set. Along with the stagnation for straight phonographs machines, said Todd, the sale of records has for the past year been on the decline in a big way.

Todd makes Buenos Aires his base of operations.

Chi's Last Loop Couvert Spot Goes Min. with Rest

Chicago, Oct. 30. Congress hotel, the last of the loop's night spots to stand out for a cover charge or admission tariff, has fallen in line with the rest and is stipulating only a minimum fee for its Urban room.

Minimum check is to be \$1.50 for week nights and \$2 for Saturday nights.

Hotel Roosevelt, New York, is first of the class hotels to cancel its cover charge assessments. This takes in the grill where Del Campo and his continental show holds forth. Decision was reached by Herman G. Hines, managing director of the hotel.

Other class hotels in east side district, the Biltmore and Waldorf-Astoria, are continuing with their covert policy.

'Drunkard' Biz In Pitt. Gives Semi-Pros Idea

Pittsburgh, Oct. 29. Success of George Sharp's production of "The Drunkard" at Fort Pitt Hotel sending troupe of local amateurs and semi-pros into producing business. They're presenting a series of old-time meliers at Klemm's Inn, nitory in East Liberty, opening this week with "10 Nights in a Barroom." Show is in five acts of quarter-hour each, with dancing and olio acts by players at intermission.

Troupe, headed by Walt Framer and Norman Porter, is working on a percentage of covers with Inn's management. Present intention is to change shows weekly.

If idea gets over, organizers plan to form other troupes for similar presentations in different night spots about town.

NIGHT LIFE WARMS UP IN 10 P.M. ROCHESTER

Rochester, Oct. 29. Shows that Rochester is becoming night life conscious. In this notably 10 o'clock town more bands are working and more night spots are operating than anytime in history. While still lacking any real class spot, a couple of downtown places are taking in coin. A score of spots in the outskirts get an occasional play. Most of the places have small floor shows with local talent.

Chateau, which opened during prohibition in Brighton just outside the city, is still the largest place and has everything. Taps in popularity with show folks. Jungle Club and Peacock Room are doing the biz downtown.

Among orchestras new playing are Macomber at the Chateau, Tommy Tucker at the Peacock Room, Jan Campbell, at Marigold, Hinkle Barrett at the Odeonball and Benny Morgan at Old Spade. But name touring bands still pass up Rochester, all going to Buffalo, 30 miles away, a hot dance town.

Inside Stuff—Music

Picture song writing team, now in the east, is not expected to return to Hollywood hurriedly due to an embarrassing affair that attended one of their melody duos. Pair sold four numbers to a major studio for a picture and everything was okay until piano copies, forwarded to a New York music publishing concern by its Hollywood rep, revealed that two of the four numbers had been previously and freely played by a name band in New York, also given a liberal tumble around the nite spots.

Publisher notified the Coast rep of the ringer tunes and they tipped off the associate producer having the picture in charge. Latter panicked at a delicious condition and talked suit, etc. Publisher's rep suggested that he call in the tune team and call for a kickback. He did so, got a cash return from the pair and buried the incident, but he now has shot two numbers for his picture. Again the publisher rep leapt to the rescue. He'd been canvassed by a famed pop composer as he told the latter to write something that he had a chance to spot a pair of numbers quick. The composer went away to huddle over the baby grand and came back in a few days with two numbers that have since made the picture famous.

An unexpected twist to the situation is that the called in composer now is accused of running out on the high end intermediary through selling publishing rights of the numbers to a rival concern.

Music of the so-called 1905 American opera, being written in New Orleans by Jacques Wolfe and Roark Bradford will be published by the Robbins Music Corp., according to Jack Robbins, who is wintering on the Coast.

Opera is based on Roark Bradford's "John Henry." Negotiations are on to have Lawrence Tibbett sing the title role at the Metropolitan Opera next season.

It was Bradford's "Of Men Adam and His Children" which inspired the play, "Green Pastures," Pulitzer prize play. Jacques Wolfe composed "The Glory Road."

Jack Bregman and Joe Santly are doing the song-picking for Robbins publication while Jack Robbins is on the Coast. Latter took the Canal route to Hollywood chiefly for rest, following illness. While there he will confer with the Metro studio officials on filmsongs, but the popular stuff will be picked in New York by Bregman, g.m. of the firm, and Santly.

"Rain," latest Billy Hill-Peter De Rose tune, has moved into the best-seller class.

Call from jobbers and dealers gave the song a turnover of around 17,000 copies last week, which represents a jump of 8,000 sheets over the previous stanza.

Beatrice Lillie's records finding sudden demand right now. Public has taken to her discs ever since her summer broadcasts on the Vinton hour. "Campfire Girl," "Snooks," the "Lawyer" and others top the list. The Lucienne Boyer records have maintained a fairly steady pace.

NIGHT CLUB REVIEWS

Hotel St. Moritz, N.Y.

New Continental grillroom of the Hotel St. Moritz is a peach of an interior, nicely handled by Nine at the door, and with a satisfying floor entertainment within, not to mention the crack Willard Robinson's "Deep River" orchestra. But somehow his hasn't been there. Considering that it's a hotel and a limited capacity, the band, the smart waiters, the smart and smart, and George Clivot, giving out Greek comedy, is really a buy for the \$1.50 minimum check for supper.

Perhaps the room will catch on. It deserves to do so, Clivot, working amidst S. Gregory Taylor, the Skouras Bros. (who have a piece of the hostelry) and in an environment which features Greek vintage wines (perhaps the only N. Y. hotel to do so), isn't at all abashed by the Greek nationalities of the management-ownership and puts on the Acropolis No. 7 routine in a heavy manner. Even the Greek boys, valets and waiters go for it.

Minor and Root just closed at the Central Park Casino and have worked in similar such class environments, which gives an idea of their very smoothness. They too, therefore, are a hotel floor show treat. As for Robinson's band it's among the all's topnotchers and plenty okay on the hoof. A-1.

colored club, seating 600. Proper has given it a distinctly novel flavor by engaging three bands. George Vandeweyer, ensemble opens the spot in the afternoons, followed by Ray Carlin's band for cocktail sessions, alternately with Val Olman's during evening dances.

Pat Vernon is a relief after a diet of loud m.c.'s. Modest in his announcements, he builds up acts with just the right amount of wise cracks. He does a neatly routine acrobatic dance of his own, injecting a note in his turn by whirling through a dance with a dummy for his hands.

Woods and Day manage to put some freeness as well as vividness to their mimic stuff, which has been evident since their last is a combination strong man-adagio number, a flashy thing due to the smoothness and the near-nude costumes. Henry Ventura, a tall and brawny blond, does character songs with imaginative touches and good voice. There is Yvette Ruesel, whose "Dark Eyes" is a loud cliché; and Ruth Laird's chorus of eight pippins in eye-opening costumes.

Tie-up of large-calibered revue with plenty of music at 11:30 week-end minimum, drinks averaging 30c, has the Mayfair giving the town biggest value for money. Pulla.

Club Variety, Balto

Baltimore, Oct. 26. After having been out of the swim for some years, since his Silver Slipper company class-haunted nitory, Gus Goldstein emerges out of the shadows with this one, which crowds the bug to excess of nite spots. One thing is certain: he won't enjoy the class patronage with this site that he formerly did with Silver Slipper. Located in one of the toughest sectors of town and in a building that once housed a colored hotel, plenty of people here will be stirred away by the recent change in the taproom formerly was. And that will tilt against the spot.

Rather a big set-up; club proper occupies the second floor, but is rather hummed in and the room doesn't accommodate more than 200. Enormous bar, cloak and restrooms and kitchen are on ground floor; in basement there are two taprooming rooms with bar of its own, beyond of tables, floor and colored band and bit of a show. This basement affair is actually a more intriguing and comfortable than the main room, and it wouldn't surprise if it eventually eclipsed the big-boy in popularity. Brief show and six-piece colored band is of the hotbed Harlem variety and more than favorably compares with what's on tap upstairs.

In the club proper, show has been booked by the National agency of this town. Features is, former whose tepid trip is made on toes, evincing once again the standard routine. Billed Remona Ray, and not to be fooled by his high of show in patrons' estimation, and should have been on last, but wasn't. Inserted about midway, and remains a bit of bill had trouble following the show in patrons' estimation, and should have been on last, but wasn't. Inserted about midway, and remains a bit of bill had trouble following the show in patrons' estimation, and should have been on last, but wasn't.

Mayfair, Cleveland

Cleveland, Oct. 27. Booming of nitory his and new policy of dailies in reviewing floor shows, giving owners a chance to present their acts in front of lobby displays, has inspired Harry Foxpeter and Mike Special to book six-act shows into the Mayfair every two weeks. First nights are now handled like theatre premieres in ballyhoo. Only things missing are the klieg lights.

Besides revues in his maroon-

B.B.B. in Cab Crash

Baltimore, Oct. 29. B.B.B. (Bobbie Berman), nitory m.c., current at the Hi-Hat, was out two nights last week as a result of injuries sustained when the cab in which he was returning from a benefit performance at the Southern hotel collided with another car. The m.c. has stitches in temple, plus bruised eye and shake-up. He is bringing suit against the Yellow Taxi company.

B.B.B. closes his six-week stint at the Hi-Hat Thursday (1). Opens following day at the Plaza, Pittsburgh.

Bornstein's H'wood O.O.

Hollywood, Oct. 25. Saul H. Bornstein, Irving Berlin Inc., general manager, arrived here on Saturday for a two-week look-around.

While here he will contact studios on musicals.



In Tune With Beauty...

Grace Moore's
voice—her smile—
her satin-smooth
complexion!

Here's the advice GRACE MOORE, radiant star of Columbia's hit, "ONE NIGHT OF LOVE," gives you on complexion care: "Don't run the risk of clogging your pores! I avoid Cosmetic Skin by removing every trace of stale make-up with pure Lux Toilet Soap."

LOVELY as one of those lilting melodies she sings—no wonder she's taking the country by storm! And what makes her utterly beguiling is the flawless beauty of her skin.

She tells you her secret of keeping skin radiantly clear, smooth and soft. It's to *protect* it properly, keep it free of the tiny blemishes, dullness, enlarged pores—blackheads even—that are the warning signals of unattractive Cosmetic Skin.

Cosmetics needn't harm even delicate skin unless they're allowed to *choke the* pores. And Lux Toilet Soap is

especially made to remove cosmetics *thoroughly*. Its rich, **ACTIVE** lather sinks quickly, deeply into the pores, carries away every trace of stale powder and rouge, dust and dirt!

Use all the cosmetics you wish, of course! But take no chances! *Protect* your skin the Hollywood way as Grace Moore does. Before you apply fresh make-up during the day—**ALWAYS** at night before you go to bed, wash with fragrant, white Lux Toilet Soap.

Grace Moore says: "This lovely white soap keeps the skin smooth and flawless."

Lux Toilet Soap —

The Beauty Soap of the Stars

